

# AMERICAN NURSERYMAN

## AMERICAN NURSERY TRADE BULLETIN

Chief Exponent of the American Nursery Trade

Vol. XLVI No. 6

SEPTEMBER, 15, 1927

Per Copy 20c

### September Morn--



AS WE look out over our 1500 acres,—dew-drenched and sunrise-dappled,—the row on row of verdant trees, the fragrant breath of Roses, the lingering bloom of shrubs . . . awaken our most violent poetic sense; but heck! What's the use! We must keep down to bare facts, and talk business.

#### General Nursery Stock

We've got a lot of it, in the pink of condition, making up to gratifying grade apportionment; just waiting the September rains and early October frosts. before passing on to you.

FRUIT TREES and SMALL FRUITS—in our accustomed extensive variety and large quantities. (Heavy on Grape Vines).

SHRUBS—increased varieties, and still larger growing blocks.

ROSES—increased varieties, and still larger growing blocks.

DECIDUOUS and EVERGREEN TREES; HARDY VINES; and HARDY PERENNIALS of all good commercial types,—in comfortable supply, well-grown as usual,—Phlox, Iris and Peonies are most complete in variety, in greatest count.

#### CALLING SPECIAL ATTENTION TO—

Bechtel's Crab, 2 to 3 and 3 to 4. Ash-lf. Maple, 6 to 8, 8 to 10, and 10 to 12. European Mt. Ash, 6 to 8, 8 to 10, 10 to 12. Lombardy Poplar, 8 to 10, 10 to 12, 1½ to 1¾ inch, and 1¾ to 2 inches. Willows—Most all varieties, but particularly Wisconsin,—8 to 10, 10 to 12, and up.

Buddleia Magnifica, field grown; Cornus Elegantissima Var., 2 to 3; Deutzia Gracilis, 12-15, 15-18, and 18-24; Deutzia Lemoine, 15-18, 18-24, 24-30.

Regels Privet, 15-18, 18-24, 24-30. Snowberry (both colors), 2 to 3 and 3 to 4.

Spirea Anthony Waterer, 12-15, 15-18, 18-24, and 24-30.

Weigela Rosea Nana Variegata, 18-24, and 2 to 3.

Hardy Climbing Roses, 2 year field grown, full grown. Also the other types.

Ampelopsis Veitchi (Boston Ivy), 2 year. Clematis Paniculata, 2 year.

Polygonum Auberti (The newly popular Silver Lace Vine), 2 years.

Our first fall wholesale list is being mailed, quite comprehensive in scope, and made up in attractive form. We have partially conformed in spelling. "A rose by any other name would smell as sweet," says the poet; but he never had to work out a list in that ornery new standardized nomenclature. Listen, old friend; if you too don't like it, just write us what you need, heart to heart, in the good old-fashioned way, and we'll understand.

### THE STORRS & HARRISON CO.

NURSEYMEN  
Operating 73 Years  
1200 Acres

FLORISTS  
PAINESVILLE

SEEDSMEN  
LAKE COUNTY  
OHIO

Route 2  
East of Olty.

39 STATE ST.

ROCHESTER, N. Y.

American Fruits Publishing Co.

## **FALL 1927**

### **A Complete Line of Nursery Stock**

**Fruit and Shade Trees  
Shrubs, Privet, Vines  
Roses and Perennials**

#### **FRUITS IN CAR LOTS**

*Cherry—1 and 2 year  
Apple—2 and 3 year  
Plum—1 and 2 year  
Peach—1 year*

**C. M. HOBBS & SONS, Bridgeport, Ind.**  
ESTABLISHED 1878

### **CATALOGUES ARE NOT THE ONLY WAY**

Catalogues are the first form of advertising—they are necessary BUT they are slow to act on your customer. He lays them aside for further consideration.

#### **FOLDERS ARE QUICK AND CHEAP**

Folders are quickly got together—a half day's time and your surplus list. Each folder presents only a few definite items and a special price. They get quick action—orders.

Did you get copy of the August  
DuBois Blotter? Ask for it.

**THE DU BOIS PRESS,  
ROCHESTER, N. Y.**

- ☐ Please send copy of your suggested folder—Three Perennials—The Aristocrats of the Garden.
- ☐ Make sure our name is on your list so we do not miss any of these advertising ideas.

Firm .....

Address .....

By .....

## **CHERRY TREES! CHERRY TREES!**

*The Best That Can Be Grown!*

**SWEET AND SOUR ONE AND TWO YEAR  
CAR LOTS OR LESS**

We also offer for 1927  
A General Assortment of

**Standard and Dwarf Apple  
Standard and Dwarf Pear,  
Plum, Quince and Peach  
TRUE TO NAME**

*Write For Our Attractive Prices*

## **KELLY BROTHERS NURSERIES**

**Dansville, N. Y.**

#### **"SAFETY FIRST"—USE**

### **BUCKWHEAT HULLS**

"LIGHT AS  
SNOWFLAKES"

*Superior to  
Commercial Humus*

Most satisfactory for winter protection as a mulch around shrubbery, perennial flower beds and borders, strawberry beds and other small fruits. BUCKWHEAT HULLS—WILL NOT pack or mat to the ground. smother small plants or Dutch bulbs, but WILL lighten heavy soil or add humus to sandy soil. Protects small plants or Dutch bulbs. Holds soil moisture in summer when used as a summer mulch. Almost black in color, makes attractive bedding material; will also furnish considerable plant food.

BUCKWHEAT HULLS does not come in tight bales which means considerable work. BUT CAN BE applied with ease. One corner of bag need be opened only to give free flow of hulls.

Just one of the many testimonials which come to us unsolicited: Used Buckwheat Hulls as general mulch on Roses, Peonies, Hardy plants and shrubs. Everything stood the winter very good. Have dug the mulch under and all plants, etc., are looking fine. I am so well pleased that I will send you another order in the Fall. John W. Powell, Roslyn, Pa.

#### **CHEMICAL ANALYSIS**

Ammonia 1.6%, Phosphoric Acid .06%, Potash .75%. Compare this with Sheep Manure: Ammonia 2.25%, Phosphoric Acid 1.5%, Potash 2%. BE CONVINCED—ORDER YOURS TODAY. Prices f.o.b. Towanda. 100 lb. \$1.50; 300 lb. \$4.00; 1000 lb. \$12.00; 2000 lb. \$20.00

Terms—Cash with order. 25% discount to the Nursery Trade Shipped during milling season, October and November

**DAYTON MILLING CO., 825 Main St., Towanda, Pa.**

### **Source of RELIABLE Nursery News**

**Is the Nursery Trade Journal**

### **Exclusively for Nurserymen**

**Those who are content  
with a side issue  
Get side issue results**

The only publication in America devoted to the Nursery Trade in general as a Main Issue is the  
**AMERICAN NURSERYMAN**





Have you received our new price list?  
It is worth having and is a real reference on hardy ornamentals.

**PRINCETON NURSERIES**  
PRINCETON, NEW JERSEY  
Wm. Flemer's Sons, Inc.

Irrigating Evergreens is unnecessary—simply mulch with Granulated Peat Moss. The broadleaved Evergreens particularly require mulching and there is no better material for the purpose than

**IMPORTED GRANULATED  
PEAT MOSS**  
Turf Mull

It acts as an insulator, keeping cold in the ground until proper time for growth to start. Mulching prevents too early flow of sap in Spring, that causes damage by cold weather that follows.

Ask us for any desired information. We may be able to help you as we have others.

Eight bushel bales contain sufficient to cover at least 240 sq. ft. 1 inch deep, \$3.00 f. o. b. New York.

Shipped from various parts of the country at the same or slightly higher price.

**ATKINS & DURBROW, INC.**

29 HURLING SLIP, NEW YORK, N. Y.  
Please Mention American Nurseryman



**Our Stock Has  
Completed its Growth  
And is Mature**

Growing conditions have been ideal. We are better prepared than ever before to serve you. Our Trade List shows the complete line; if you have not received a copy, ask for it.

**The Huntsville Wholesale Nurseries, Inc.,**

1872 HUNTSVILLE, ALABAMA 1927

Since Eighteen Hundred and Fifty  
**FRANKLIN DAVIS NURSERIES, Inc.,**  
P. O. Box 102 Arlington Station,  
BALTIMORE, MD.

**ORIENTAL PLANES**—As fine as an Oriental Plane can be.

**LOMBARDY POPLARS** **WEeping WILLOWS**  
**SILVER MAPLES** **AMERICAN ELMS**  
**CALIFORNIA PRIVET** **APPLES, 1 & 2 yr. Buds**

Special prices given on the above in carload lots.

**FLOWERING SHRUBS** **PEACHES**  
**BARBERRY THUNBERGII** **GRAPE VINES**

Send Us Your Want List.

Although not mentioned here, we may have just what you want.

## \$10,000 SALESMAN WANTED

**JUNGLE GARDENS, INC.,**  
the most progressive Nursery  
in the South, wishes the services of a salesman who can  
**EARN a salary of TEN THOUSAND DOLLARS A YEAR.**

Address:

**JUNGLE GARDENS, Inc.**  
AVERY ISLAND, LOUISIANA.

## American Fruits Publishing Co.

American Nurseryman American Nut Journal

"THE AMERICAN LINE"

Leading Publications in Their Fields

P. O. Box 124 39 State St.  
Rochester, N. Y.

**24 Issues for \$30**

**A Whole Year's Advertising**

Less Than 58c Per Inch Per Week

Is your business able to maintain a display sign the year around before the entire Nursery Trade? You can do it for above rate, commencing now, in

**AMERICAN NURSERYMAN**

Published Semi-monthly, on 1st and 15th

Two insertions for the single rate.  
Twice a month publicity.

**THIS SPACE**

**\$2.50 Per Month** Under Yearly Contract Terms  
**58 Cents Per Week**

Less Than Yearly: \$2.80 Per Month

## ORNAMENTALS IN CARLOAD LOTS!

Send us your list of wants as we can often quote lower prices on stock we have in heavy surplus. You will be pleased with our service.

Send for Trade List

**Onarga Nursery Co.**  
ONARGA ILLINOIS

## THE MONROE NURSERY

ESTABLISHED 1847

Offers a Fine Stock of  
**SPECIMEN EVERGREENS**

**Fruit and Ornamental  
TREES and SHRUBS**

Will be pleased to quote on your list of wants

**I. E. ILGENFRITZ' SONS CO.**  
MONROE, MICHIGAN

Manufacturers of  
E. Ilgenfritz' Sons Co's. Celebrated Graft and Stock Planter and Finisher

## Vincennes Nurseries

W. C. Reed & Sons, Vincennes, Ind.

Offer for Fall 1927:

**CHERRY, One Year—Both Sweets and Sours**  
All leading Varieties  
11/16 up. 9/16 to 11/16. 7/16 to 9/16.

**CHERRY, 2 Year—A limited amount Sour Sorts**  
11/16 up. 9/16 to 11/16

**CHERRY, XX—1 to 1½. Also XXX 1½ up.**

**PEAR and PLUM, 2 & 3 Year**  
All grades Leading Varieties.

Car Lots or Less.

Send List of Wants for Prices.

## J. H. Skinner & Co.

Topeka, Kansas

WE OFFER

Apple, Cherry, Peach, Pear and Plum Trees  
Apple Seedlings Pear Seedlings

Spirea Van Houtti, all grades

Privet, Amoor River North

2 to 3 ft., 4 or more canes.

Also lighter grades.

Lilac, named varieties

Paeonias

Apple and Pear Grafts, Whole and Piece Root.

## Wayside Gardens

HARDY PERENNIAL PLANTS  
EXCLUSIVELY

Write for Trade List.

**THE WAYSIDE GARDENS COMPANY**  
MENTOR, OHIO

## CHERRY TREES

Sweets on both Mazzard and mahaleb stocks, one and two year.

Sours on mahaleb stocks one and two year.

Trees grown in a "cherry country" where both sours and sweets flourish.

Write for Price List.

Special Prices on Car Lots.

**J. F. JONES, Lancaster, Pa.**



OUR SPECIALTY  
OWN ROOT

**R O S E S**

Field Grown

**Howard Rose Company**

Hemet, California

## PALMETTO PALMS

10" \$ 8.00 per 1000	16" \$14.00 per 1000
12" 10.00 per 1000	18" 16.00 per 1000
14" 12.00 per 1000	20" 18.00 per 1000
22" and 24" \$20.00 per 1000	

CABBAGE PALMETTO PALMS 30" up \$30.00 per 1000.

SPANISH MOSS, 10c per lb. FERNS, AIR PLANTS, WATER LILLIES, HYACINTHS, MAGNOLIAS, ETC. Write your wants. I will get you what you want. Above prices are cash with order.

F. O. B. shipping point.

H. ROBINSON

Box 955

Okeechobee, Fla.

THIS SPACE

**\$5.60 PER MONTH**

Under Yearly Term—Including publication

*Twice a Month for the Single Rate*

CHIEF EXPONENT OF THE NURSERY TRADE



## AMERICAN NURSERYMAN --- September 15, 1927

**EDITORIAL DEPARTMENT**—Communications on any subject connected with Commercial Horticulture, Nurseries or Arboriculture are cordially invited by the Editor; also articles on these subjects and papers prepared for conventions of Nursery or Horticultural associations. We also shall be pleased to reproduce photographs relating to these topics, Orchard Scenes, Cold Storage Houses, Office Buildings, Fields of Stock, Specimen Trees and Plants, Portraits of individuals, etc. All photographs will be returned promptly.

**Advertising**—Advertising forms close on the 25th of each month. If proofs are wanted, copy should be on hand one week earlier. Advertising rate is \$2.50 per column-width inch.

"AMERICAN NURSERYMAN" is distinctive in that it reaches an exceptional list and covers the field of the business man engaged in Commercial Horticulture—the earl operator. Here is concentrated class circulation of high character—the Trade Journal of Commercial Horticulture, quality rather than quantity.

"AMERICAN NURSERYMAN" will not accept advertisements that do not represent reliable concerns.

**SUBSCRIPTIONS**—"AMERICAN NURSERYMAN," published semi-monthly, on 1st and 15th, will be sent to any address in the United States for \$2.50 a year; to Canada or abroad for \$3.00 a year. Single copy 10c of current volume, 20c; of previous volumes, 25c.

RALPH T. OLCOTT  
Editor, Manager

AMERICAN FRUITS PUBLISHING COMPANY INC.

39 State Street,  
Rochester, N. Y.

**WHAT THIS MAGAZINE STANDS FOR**—Clean chronicling of commercial news of the Planting Field and Nursery. An honest, fearless policy in harmony with the growing ethics of modern business methods.

Co-operation rather than competition and the encouragement of all that makes for the welfare of the trade and of each of its units.

Wholesome, clean-cut, ring true independence.

**INDEPENDENT AND FEARLESS**—"AMERICAN NURSERYMAN" makes no distinction in favor of any. It is untrammelled in its absolutely independent position and is the only Nursery Trade publication which is not owned by nurserymen.

This Magazine has no connection whatever with a particular enterprise. Absolutely unbiased and independent in all its dealings.

Though it happens that its place of publication is in the eastern section of the country, it is thoroughly National in its character and international in its circulation.

Its news and advertising columns bristle with announcements from every news corner of the Continent.

It represents the results of American industry in one of the greatest callings—Commercial Horticulture in all its phases of Nursery Stock, Orchard and Landscape Planting and Distribution.

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## C. R. BURR & COMPANY, Inc.

Wholesale Nurserymen  
MANCHESTER, CONN.

September 1st, 1927.

TO OUR CUSTOMERS  
AND THE PEOPLE WE WANT FOR CUSTOMERS:

Our big WHOLESALE CATALOGUE for Fall 1927 and Spring 1928, offering a complete line, will be in your hands about September 5th to 10th.

It tells a lot about us--what we are doing, and what we are offering.

Will you please spend a little time giving us a check-up on it? Read carefully lest you miss something of interest.

Let's do some business together while our assortment is right.

We thank you in advance for your kind consideration.

Yours very truly,

C. R. BURR & COMPANY, INC.

P. S.--If you don't get our wholesale lists, drop us a line.

## KELSEY-HIGHLANDS NURSERY

### Birch Seedlings

For Budding and Transplanting

TO THE TRADE--FALL 1927-SPRING 1928

Our Birch Seedlings are very fine this year. Orders are booked in rotation and delivered after seedlings are well ripened up in the Fall, or in the Spring after frost leaves the ground.

Prices are Net, packed free, but where cash is sent with order, 5 per cent may be deducted.

#### WHITE BIRCH SEEDLINGS

(Betula alba)

3- 6 in. @ \$20.00 per M; 5000 or more @ \$18.00 per M  
6-12 in. @ 40.00 per M; 5000 or more @ 30.00 per M  
12-18 in. @ 55.00 per M; 5000 or more @ 45.00 per M

#### CANOE BIRCH SEEDLINGS

(Betula papyrifera)

3- 6 in. @ \$30.00 per M; 5000 or more @ \$25.00 per M  
6-12 in. @ 50.00 per M; 5000 or more @ 40.00 per M  
12-18 in. @ 65.00 per M; 5000 or more @ 60.00 per M

Prices are low, the stock is fine and your order should come in at once, by Wire or Mail, or Airplane Mail.

**HARLAN P. KELSEY**

SALEM, MASSACHUSETTS

Established 1866

61st Year

## NAPERVILLE NURSERIES

We offer a large assortment in  
TRANSPLANTED ORNAMENTALS

SHRUBS,  
TREES,  
VINES,  
EVERGREENS &  
PERENNIALS

Our Special List of Transplanted offerings for Fall 1927, is about ready. If you do not receive a copy, a card will bring it.

Also a Good Assortment of

### Lining Out Stock

Our Fall Lining Out Stock List No. 225 will be mailed in a few days. If you do not receive a copy, a card will bring it.

NAPERVILLE DuPage County ILLINOIS

Telephone--Naperville One

28 Miles West of Chicago on State Route No. 18  
(Ogden Road) and C. B. & Q. R. R.

300 Acres devoted exclusively to the growing of  
ORNAMENTAL NURSERY STOCK



# AMERICAN NURSERYMAN

[Reg. U. S. Pat. Off.]

## The Chief Exponent of the American Nursery Trade National Journal of Commercial Horticulture

Entered September 6, 1916, at Rochester, N. Y. Post Office as second-class mail matter

WITHOUT OR WITH OFFENSE TO FRIENDS OR FOES, I SKETCH YOUR WORLD EXACTLY AS IT GOES.—BYRON

Vol. XLVI

ROCHESTER, N. Y., SEPTEMBER 15, 1927

No. 6

### EDUCATIONAL PROGRAMS OR DIRECT ADVERTISING Interesting Hearing Before Federal Radio Commission

**W**HICH is more beneficial to the public—educational programs or direct advertising over the radio? This question was the predominant issue of a hearing before the Federal Radio Commission, says Printers' Ink. The question arose between the claims of station WSUI of the Iowa State College, and station KMA of the May Seed Company, of Shenandoah, Iowa. The testimony brought out clearly that, even at best, direct radio advertising can be used only in very small quantities, that it cannot be broadcast profitably during the evening, and that it has other serious limitations.

The testimony of the witness, Earl E. May, was especially important, for the reason that he is president of the May Seed and Nursery Company, operator of station KMA, and because his testimony was confined almost entirely to direct advertising. The station has made application for a transfer of wave length and power to give it more favorable conditions of operation, and its application was opposed by the University of Iowa on the ground that it is unwilling to divide time with KMA.

Mr. May, after explaining how the radio broadcasting of his company had developed from occasional radio talks several years ago to the necessity of owning a station, said that his direct radio advertising has been the result of a demand by the public. Talks every day in the year, he explained, on every phase of fruit culture, flower growing and farming, brought a return of a great many letters containing questions.

When asked by his attorney, W. D. Jamieson, to state the reason for the letters, Mr. May replied:

"It is the quality of the programs we broadcast. We have a large number of musical features, and we employ six orchestras. One very interesting feature is an international news service, which we get through the Western Union. This covers news events all over the world, and includes estimated livestock quotations for eleven markets.

"We begin broadcasting at six in the morning, with a complete orchestral entertainment. We are on again at nine o'clock and eleven thirty in the morning, at two and five-thirty in the afternoon, and from nine until eleven in the evening. Our features cost us from \$2,800 to \$3,200 a month. We also announce the baseball scores, and get them through a wired service which is an additional cost."

Mr. May then explained that the value of the entertainment depends very largely on the giving of programs at specified hours. The people expect the programs at regular periods; they are looking for them, and it is disastrous to disappoint them.

#### SOURCE OF MONEY FOR TALENT

When asked as to the source of the money necessary to secure talent, the witness replied that his broadcasting station had contracts with various firms to feature their products by means of selling talks. The products mentioned were seed, disinfectants, lye, furnaces, nitrogen, chicken feed, separators, incubators and a number of other products. Mr. May mentioned some of the

results of broadcasting talks on these goods, and said that the talks were even more popular than the musical programs.

In regard to the time devoted to direct advertising by his station, the witness said: "I would say that forty-five minutes a day covers all commodities, not only our own but those of our clients. We limit advertisers to talks running from five to eight minutes. That is the limit, and I think that a talk longer than eight minutes is worse than useless, and five minutes is much better. In the winter our advertising time may run as much as one hour. We are very careful not to take up too much time in direct advertising. Otherwise we would not be so popular with our listeners."

Great caution in the broadcasting of direct advertising was shown by further testimony of the witness. He explained that the advertising talks were given only during daylight programs, and that the station endeavored to spread them throughout the day with long intervals between. The evening audiences are not interested in direct advertising, he declared, adding that it is not good policy to broadcast anything of a direct advertising nature after six or seven o'clock.

Questioned by opposing counsel regarding the case of the Omaha Tanning Company, cited by the Federal Trade Commission for misrepresentation and false advertising over the radio, Mr. May admitted that the respondent is now broadcasting over KMA. The tanning company, he said, employs three entertainers, and also gives selling talks.

Commissioner Bellows asked the witness if he had attempted to censor the talks broadcast by the tanning company, and he replied that as the talks were extemporaneous he had not attempted to censor them. The witness said that he had not received any complaints regarding the representations of the tanning company, prior to the action of the Federal Trade Commission.

Commissioner Bullard then questioned the witness regarding his policy of censoring advertising talks. Mr. May explained that his station was very careful regarding the material broadcast, that he had carefully read all typed or printed talks that were to be given, had censored a number of them, and would not in the future allow anything to be broadcast that had not been approved. Then Commissioner Bullard asked:

"Then would you have any objections to having your talks censored by competent authority?"

"My talks are given extemporaneously," Mr. May replied.

"Would you object to a requirement that would necessitate you writing your talks and submitting them to a competent authority?" This question on the part of Commissioner Bullard was the cause of not a little discussion but the witness finally answered:

"I don't think so. I would submit with good grace."

Nurseryman on Forest Commission—E. M. Dahlberg, proprietor of the Dahlberg Nurseries, Ladysmith, Wis., has been appointed a member of the new conservation commission of Wisconsin. Mr. Dahlberg intends to see that the channels through which trees are distributed are legitimate and in no way affect the business of Nurserymen.

#### AMERICAN ROSE SOCIETY

Robert Pyle, West Grove, Pa., Secy.

Following is the program which was observed at the annual meeting of the American Rose Society, Sept. 10th at Longwood, near Kennett Square, Pa., the home of Mr. and Mrs. Pierre S. du Pont whose guests the members were:

Reports of officers and committees; Vote on amendments regarding increase in dues; Election of officers; Report of rose referendum; "The Year's Novelties", G. A. Stevens, J. H. Nicolas; 'Brooklyn's New \$10,000 Rose Garden', Harold A. Caparn; "How May the American Rose Society Better Extend the Prestige of and Love for the Rose in America," suggestions by Richardson Wright, Leonard Barron, Walter E. Clark, Chesla Sherlock, J. Horace McFarland; Organ recital, by Firmin Swinnen; refreshments.

The following rose has been approved by the Registration Committee of the American Rose Society, and notifications having been sent to the foreign countries, is proposed for registration as follows:

Name—CLIMBING GOLDEN EMBLEM. Originated with Armstrong Nurseries, Ontario, Cal.

Class—H. T. Sport from Golden Ophelia. The plant is a strong, vigorous climber with bright, glossy green, leathery foliage; long strong canes—8 ft. Ovoid, elongated bud, opening to cup shape flower, medium to large, golden yellow, shaded carmine; 30 to 35 petals; no fragrance. This Rose has not been tested for hardiness.

Despite the fact that their freight traffic increased 3 per cent in the first six months of 1927 over the same period in 1926, American railroads earned barely 4½ per cent upon their investment. Higher wages granted various classes of railway employees, and steady increases in taxes were important factors in bringing about this result.

Almost coincident with the determination of these figures, the Interstate Commerce Commission ordered a reduction in rates of approximately 8 per cent on perishable fruits from California to various destinations.

The Commission in 1925 found these rates were not unreasonable. Later, however, Congress passed the so-called "Hoch-Smith resolution" directing the Commission, with due regard "to the maintenance of an adequate system of transportation" to investigate and "effect with the least practicable delay such lawful changes in the rate structure of the country as will permit the freedom of movement by common carriers of the products of agriculture . . . including live stock, at the lowest rates compatible with the maintenance of adequate transportation service."

In its latest decision, a majority of the Commission declared that "the resolution is, in effect, a direction to us to give agricultural commodities affected by depression the lowest rates that it is possible to give without running counter to the provisions of the Interstate Commerce Act and the carriers' rights under the Constitution."

# SOME DEFINITE POINTERS ON NURSERY ADVERTISING

By F. D. Osman Before New Jersey Nurserymen's Association

**A**DVERTISING is commonly regarded as a selling effort in the form of the printed word but it actually is more than that because as is well-known, the word-of-mouth publicity of recommendation or condemnation is by far the strongest force in market development today. Let us, therefore, think of advertising in this broader sense in which we include the goods you sell and the policies you observe between the goods and your customers as well as the medium you use in connecting these two necessary factors.

Any successful advertising must include recognition and consideration of three stages of progress in a definite sequence. To prove this you may analyze any successful sale in your experience and you will be certain to find that these elements have played their part whether they were used consciously or subconsciously. The first stage is made up of these elements:

## FIRST STAGE

1. **Knowing Your Market—**
  - a. Not apartment house dwellers but apartment house owners.
  - b. One family residences owned which while obvious is not only market.
  - c. What about public buildings—factories—cemeteries, roof gardens, etc.? Architects, contractors, community plantings.
2. **Knowing Your Product—**
  - a. Habit of growth—shade or sun—wet or dry.
  - b. Evergreens not attacked by dogs—follage or bloom attraction.
3. **Finding Your Appeal—**

General

  - a. Enhancement value of real estate.
  - b. Comforts and pride in an attractive home.
  - c. Source of supply for house decoration.

Specific

  - a. Grower of stock you sell.
  - b. Delivery and planting service.
  - c. Price most obvious but least practical.
  - d. Full satisfaction guaranteed.
4. **Finding Your Medium—**
  - a. Direct mail to interested subjects.
  - b. Newspapers, bill boards, magazines.

## SECOND STAGE

The sales message with its information must be so designed that it will create the following mental reactions from your prospect.

1. Attention favorable, headline or picture.
2. Interest—news information.
3. Desire—placing the article in his possession.
4. Action—urge to buy or inquire.

## THIRD STAGE

### The Sale and After—

1. Service
2. Results
3. Repeat sales
4. Recommendations

Here is where 90% of all transactions stop. Everyone of course, will try to repeat the sale under the second stage and many times will be successful but do we always realize how much this first sale has cost us; furthermore, we always realize that these customers are or should be less resistant to our efforts to sell again.

Let us analyze this third stage:

1. **Service** in brief means the convenience afforded the customer in the enjoyment of his purchase.
  - Did you deliver it to his house?
  - Did you plant it for him?
  - Did you instruct him fully in its care?
  - Did you express sincere interest in the future results?
2. **Results.** Did you follow up your customer's planting either by visit or letter to let him know that you were interested in his results and his satisfaction? Did you verify or complete your customer's satisfaction?

3. **Repeat Sales.** Have you taken advantage of your follow-up on past sales to make new sales?

- a. By adjustment of complaint with additional goods sold.
  - b. By new suggestions of plantings.
4. Have you every check-up on the amount of business brought in by recommendations of your customers to their friends?

While an accurate check of this kind of business is impossible, there is a notable amount of business brought in by this method and since this business is obtained at the least possible sales cost, it gives the most important reasons for your closest attention to the reasons that bring this business to you. And so, we complete the cycle of Market Development.

But where does this lead us so far as a co-operative Market Development is concerned?

When the fundamental principles of a movement are set down, recognized and accepted by the members of a group, these same fundamentals may be used as the basis for an associated plan of action with a full understanding of our conditions and those to whom we sell and a plan of action that moves to catch up with the present day methods of commerce; such a movement instead of restraining and limiting the individual cannot help but increase the benefits to everybody who participates. This presents a situation where everybody is working for the best interests of the industry with the resulting benefits that come from a meeting of minds on common grounds (Noeckel).

The purpose of this meeting is, as I see it, to determine definitely whether we are willing to agree on certain fundamentals. Do the retailers of this association agree, for instance, on the standards as they have been discussed here today? Can we agree on any of the Merchandising ideas that have been presented? Do we have an acceptance of the fundamentals outlined in the three stages of Market Development?

The importance of agreement on these fundamentals is that they present planks in our platform on which we can present a united stand to our market and if this agreement represents a policy, it becomes a matter of detail and management in its execution into a plan of action. Presenting a complete plan of action at this meeting is not, of course, possible because this plan must be based on an agreement by the members of this association. For this reason we must have as wide a discussion of the fundamentals as possible. In any execution of a plan we should have all the co-operation that each member of the association can give, so that it may properly become an association effort.

One obvious conclusion which I have arrived at personally is that any worth while plan of action is going to involve a great deal of words not only by way of management but particularly in the form of details and execution of such a plan.

While I am not prepared to answer for the committee which may have this work in charge, I really believe that a committee of the membership can take care of the management. It seems necessary, therefore, to find some one who will be able to take on the duties of detail and execution.

## FULL TIME SECRETARY

Worth-while organizations such as chambers of commerce and trade organizations including florists and Nursery associations have full time secretaries whose work may or may not be self sustaining. If a full-time secretary of the New Jersey Nurserymen's Association could become an established fact, I fully believe that his efforts could be directed along self-sustaining channels in a partial way if not entirely so. Let us have a full discussion of this possibility. Many advantages suggest themselves.

Among them this thought: A trip to every member in N. J. looking for surplus and short stock, then a return trip offering the full list of longs and shorts.

Another suggestion: Lectures to garden clubs and other civic organizations on uses and care of Nursery stock.

Then again: Handling of such advertising matter as the association prepared. Seeking new outlets for Nursery stock with report to all membership. Legislative work as might be necessary. In other words a secretary or travelling representative would give year round activity to the Nursery Association along lines of Market Development. He would be under the jurisdiction of the executive committee at all times.

Proposals of partial plans for Market Development which may be adopted for action this year if found desirable.

From our questionnaire we have received unanimous approval on one idea, namely, a booklet for distribution to the ultimate consumer along educational lines of care and maintenance of plants. To be practical this book must be low in cost and yet substantial enough in appearance to merit an interested reading. It is also well to consider the method of presentation of such a booklet to the consumer.

1. Shall it be issued in the name of the association with a list of the membership enclosed with suitable message?
2. Shall it be mailed by each member to his mailing list or such part as seems practical?
3. Shall it be sold through a paragraph or insert in each member's catalogue or trade list at a price of 10 or 15 cents bearing imprint of the retail Nurseryman distributing same, with a suitable paragraph describing its purpose?

I have secured several copies of similar booklets which approximate what we have in mind. If there are any constructive suggestions to offer, we certainly want to hear them. If any booklet is issued it should represent the best thought of our membership and be thoroughly representative.

In distributing this booklet let us assume that our customers are more or less familiar with planting and care of stock through our previous instructions and advice. Why not use this booklet on a list of inquiries or prospects as a preliminary mailing to a regular catalogue or special selling effort. If the booklet is unselfish in its appeal the chances are that it would have a more interested reading and pave the way for a better reception of the definite selling effort whether catalogue or other mailing.

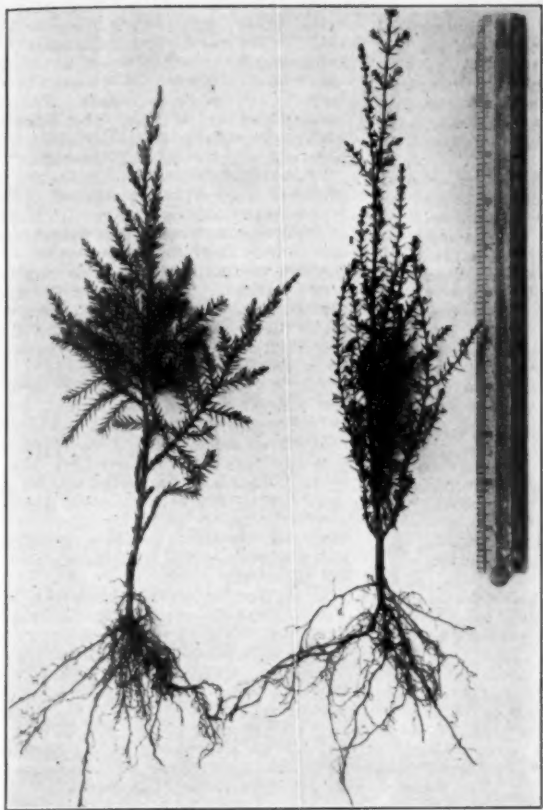
This booklet could also be offered to a selected list of florists throughout New Jersey. From a list of about 1100, 500 might be selected to whom a copy of the booklet and a letter explaining its purpose could be sent. The question of the florist as a distributor of Nursery stock is being agitated more generally every year. There is a certain amount of business which the retail Nursery handles every year at a disadvantage and I wonder if this class of business could not be diverted to the florist with advantage to both the retail Nursery and the florist. I refer to the small local orders for one or two items amounting to \$3 or less. These sales usually take more time than they are worth and do not lead to larger sales as a rule. The florist, as a rule, is equipped to handle these small items to an advantage and it seems more or less probable that if he can see an additional volume of business in sight he will be interested in supporting this idea with a little extra selling effort.

The initial effort might find the retail Nursery selling a number of small items to the florist instead of the consumer and at a necessarily reduced selling price but over a period of time if the idea has any value, the trend of this "small item" trade would work out in such a way as to have the florist bunching these orders into one of sufficient size to mutually benefit both florist and retail Nurseryman.

As a means of establishing this idea with the florist and at the same time giving the florist informative sales material why not furnish him with a comprehensive Hand Book which would include not only every item of Nursery stock sold by New Jersey Nurserymen but a full description including flower, follage, habit, growth, and use besides general cultural conditions and other items of information that would enable the florist or small landscape to sell intelligently



## ARMSTRONG Lining Out Evergreens



Jun. Pfitzeriana  
Once transplanted, 1 yr. plants as quoted.

Jun. hibernica fastigiata  
They cannot help but grow.

Not mere rooted cuttings from sand, but once transplanted, with all the growth of a long California growing season.

Here are a few sample offerings from the largest stock of lining out evergreens in the West:

JUNIPERUS		per 100	per 1000
Pfitzeriana	5-8 in. 1 yr.	\$10.00	\$ 90.00
"	8-10 in. 2 yr.	15.00	140.00
chinensis Procumbens	3-5 in. 1 yr.	15.00	140.00
communis depressa	4-6 in. 1 yr.	8.00	75.00
"	6-10 in. 2 yr.	10.00	90.00
hibernica fastigiata	6-8 in. 1 yr.	10.00	90.00
Sabina	4-6 in. 1 yr.	12.00	110.00
"	8-10 in. 1 yr.	15.00	140.00
Sabina tamariscifolia	3-5 in. 1 yr.	12.00	110.00
virg. tr. partita	4-6 in. 1 yr.	12.00	110.00
"	6-8 in. 2 yr.	15.00	140.00

### ORDER DIRECT FROM THIS LIST

And send for our complete booklet and price list of lining out evergreens, both coniferous and broad-leaved.

### OUR CUSTOMER POLICY

Every customer must be satisfied—must feel that in every transaction with us he has been treated fairly and squarely.

Samples gladly sent on request.

## Armstrong Nurseries

502 N. Euclid Avenue.

ONTARIO, CALIF.

Established 1889

rather than haphazardly as he is now doing. In addition, this book would include the names, addresses, and telephones of all contributing members which would show the dealer the possible source of supply.

The cost of such a book might be \$4 or \$5 apiece and the distribution could be done by each member visiting 8 or 10 of the leading florists in his vicinity explaining the purpose and possibilities of such a book and selling the book at cost or slightly above. An attractive display card for the store could easily be included with this book.

These plans or ideas, as explained before, are single efforts that may be taken up by the membership at any time they desire, the first idea of a consumer booklet under certain conditions might be put into effect for the spring. Both ideas would probably meet with better results if planned for the fall.

With this outline of market development and suggestions, I certainly hope that a full discussion will follow. The trend of Nursery associations this year especially seem to be along definite lines of co-operation as the reports of the various meetings will indicate. The florist industry is certainly getting into action and while their aggregate volume of business may exceed ours there is no reason why we should not be as active in proportion to our ability.

**Visitors at Ardmore**—At the summer meeting of the Oklahoma Nurserymen's Association in Ardmore, Okla., Aug. 17-18, there were present A. N. Watson, Monticello Nurseries, Monticello, Fla.; Paul C. Pritchard, Ottawa, Kan.; Thomas Rogers, Ottawa, Kan.; Hugh D. Britt, Rogers, Ark.; and the following from Texas: Will B. Munson, Harry R. Stephens, Denison; J. L. Foster, E. V. White, Denton; H. E. Cannon, Arlington; M. S. Shamburger, Tyler; H. N. Shamburger, V. H. Wilson, Wills Point; F. A. Morrow, E. S. Worthen, A. B. Mayhew, Sherman; N. H. Downing, Wichita Falls; Rorace Foster, Denison; J. E. Price, Pilot Point.

Are you preserving your copies of the **AMERICAN NURSERYMAN**? They are of unequalled historic value. An index for each volume.

### EASTERN NURSERYMEN'S ASSOCIATION

F. H. Worsinger, Tacony, Pa., Secy.

At the summer meeting, Sept. 1st, it was shown that in several of the states covered by the association the state forestry departments are actually competing with the Nurserymen to reclaim waste lands and re-tiler cut-over lands.

Pennsylvania Nurserymen attacked this problem, and by collecting data showing that 75% of the stock intended for reforestation was actually being diverted to private individuals who were using it for purely ornamental purposes or actually offering it for sale, they were able to secure the passage of an act of legislature which puts a stop to this unfair practice. Nurserymen of other states have been less fortunate, but are heartened by the success of the effort in Pennsylvania.

J. Howes Humphreys, Andorra Nurseries, Chestnut Hill, Pa., told how the committee of the Pennsylvania State Nurserymen's Association compiled its data, marshaled its facts, and brought them before the proper officials and the legislature. Adolph Muller, DeKalk Nurseries, Norristown, Pa., added that the reclaiming of the wild lands and the retiler of cut-over lands was a laudable movement which had the support of every Nurseryman, but there was no reason why certain individuals should ornament their lands at the expense of the taxpayers at large.

Rain restricted somewhat the tours of the Nurseries visited, but 73 were present. Meeting jointly with the Eastern Association were also the New Jersey and Pennsylvania Associations.

All through the wet forenoon, machines drew into the Wm. H. Moon Company's Nurseries, where the activities of the day began. The guests were welcomed by Henry T. Moon who declared open house and conducted them through the propagating houses where thousands of azaleas, evergreens and shrubs are grown. The fumigating house,

the new packing sheds, and the beds of young stock were inspected, and after refreshments the party set forth in automobiles on a tour of the Nursery. Thence, the party proceeded to Princeton, N. J., where they dined at the Nassau Inn.

P. M. Koster, president of the E. N. A., presided and with his keen and witty sallies kept the group keyed up. He reviewed the work of the association and drew a clear picture of the work of trade organizations, showing their relation to the industry in the betterment of trade conditions within and the protection of the industry from harmful legislation and other adverse outside influences.

There followed the discussion of the problem of free or low-cost distribution of trees and seedlings by state departments as mentioned above. Senator Orlando Harrison, Berlin, Md., spoke of the conditions in his own state in this connection. There not only seedlings, but even sizable stock is offered to the residents at ridiculously low prices in direct competition with Nurserymen. President R. F. Greene of the New Jersey Association said efforts are being made in his state to attack the problem.

William Flemer welcomed all present as guests of Princeton Nurseries. While the entire Nursery could not be looked over, due to the weather, general interest was displayed in the propagating beds and frames and the large variety of plants under process. Grafting of scarce varieties of maples and spruces in the greenhouse sheds attracted much attention.

**American Tree Association**—Any person by planting a tree and thereafter sending to this association 1214 Sixteenth St., Washington, D. C., for an application blank, may become a member of the association and receive a certificate, all without cost. Members receive bulletins and advice of experts about care of trees and information, as desired, on memorial trees, roads of remembrance, park and street planting. In the application for membership the applicant states name and address, the kind of tree planted and where it was obtained; also when and where planted.

## Pres't Milstead's Address to Oklahoma Nurserymen

**I**N attempting to say a few things of a constructive nature, that may be of help to our fellow Nurserymen, I shall confine my remarks to the Golden Rule, new varieties, competitors and publicity and the installment plan.

If I were a minister, my favorite text would be the "Golden Rule," for I have found in this great game of life and business, that this simple rule of rules serves as a leveler of right and justice and is one of the best panaceas for our troubles, both real and imaginary.

Most of us admit and subscribe to this great rule, but being human we sometimes are sorely tempted to do like many of the gypsy nomadic fly-by-night traders whose policy seems to be "Let the buyer beware," or do the other fellow before he does you. This temptation is especially strong when we receive a shipment of under grade stock OLCOTT—298

with the roots like the tresses of our fair ladies treated to the latest shingle bob, and last but not none the less provoking when we receive the invoice with an exorbitant packing charge tacked on. There may be an excuse for the rule of the gypsy traders, for both parties are present and privileged to see and inspect the chattels bought and exchanged, but it is vastly different in the wholesale Nursery business, for few of us ever have the opportunity to see, inspect and be present when stock is dug, and packed, but have to content ourselves with hope and faith that the party with whom we are dealing not only believes but practices the Golden Rule.

When I was on the road it was my good fortune to have a pal and buddy who was a real Christian gentleman who was much devoted to his wife and children, so much so that he carried a good-sized framed picture of them which he always placed on the dresser in his room and during our several years of travel and association together I never heard him tell a story or do anything that he would be ashamed to say before his loved ones at home.

I really believe that we as Nurserymen in filling both retail and wholesale orders should keep a mental picture in mind of our customers "standing by" when we grade and pack their orders. If we would do this, we would have a bigger brush pile, but we would never send out a shrub or tree that we would not be willing to plant ourselves or personally deliver to our best customers and friends.

If you stay up with progressive Nurserymen, you will have to wake up, pep up and PAY UP, for your brother Nurserymen are tired of acting as banker and wet nurse for your sickly undernourished business caused by your lack of energy to hustle and abide by the Golden Rule.

### NEW VARIETIES

Many of us have our Nurseries cluttered up with too many varieties of the common cheaper shrubs, roses and evergreens. Of course the first cost of the better varieties comes higher, but we should bear in mind that they occupy as much ground and cost as much to cultivate and handle as the newer, fast selling varieties which not only satisfy our customers, but help to advertise our business.

I find many of our more progressive customers are readers of magazines that feature landscaping and fruit growing, and from this type of customer many of the Nurserymen got their cue to try out some of the newer, better varieties.

### COMPETITION AND PUBLICITY

I do not regard my fellow Nurserymen

who are growing a good clean line of stock which they are selling at cost of production plus a fair profit as competitors, but try to think of them as co-operators in helping to create and supply the demand for more orchards and beautiful home grounds.

Our real competitors are the salesmen of phonographs, radios, furniture, electrical appliances, autos and auto accessories and many other lines of merchandise which mean better and pleasanter living conditions, but none of these commodities are of more value to the economic and esthetic side of life than fruit and flowers.

I have no kick at the salesmen of this competitive merchandise, but think we should study their methods and try to emulate their methods, not only in creating a desire, but in showing home owners the need for more fruit and flowers. This line of thought naturally leads up to publicity, and the question of how to get our message of fruit and flowers across to prospective customers. Since we are supposed to be builders of "Beauty Out o' Doors," our first job should be to make our own home grounds and orchards attractive to visitors and customers to the end that they would emulate our example.

Many of our Nurserymen are advertising co-operatively in their local and state papers, which seems to get results at a minimum cost. To be brief and to the point, we need to do more advertising both individually and collectively. In summing up our advertising and sales problems, I have just about reached the conclusion that the methods used by our competitors in other lines of merchandise will increase our sales very materially.

### INSTALLMENT PLAN

Personally we never buy goods on the installment plan, but since our competitors in other lines are selling millions of dollars worth of merchandise on this plan, I believe it is time to give the matter serious thought and adjust our business to take care of customers who want to buy on this popular plan. We have sold several orders the last two years on this plan, and to date every customer has made the payments promptly.

### Date Groves in California

Date growing is now a promising business in California and Arizona. The quality of the product is far superior to that which comes from the Persian Gulf region and more sanitary and attractive than the dates of north Africa, from whence most of our varieties were introduced. But date growing is an expensive venture. To prevent importation of dangerous plant diseases the Department of Agriculture exercises a rigid quarantine on importation of Nursery stock. The date palm is propagated only by the taking of offshoots from established trees. It is thus impossible to multiply the groves at a rapid rate, and prices for offshoots of the best varieties suitable for planting are high, ranging from \$10 to \$25 each. About 50 offshoots are required for an acre, so the investment for stock alone would amount to from \$500 to \$1,250 an acre. The estimated profit per acre, with prices at the present high level, averages about \$500 a year. A single palm in full bearing will yield from 100 to 200 pounds of fruit annually under favorable conditions.

**Farm Census in Progress**—The second triennial census of the farms in Pennsylvania is under way. The result will be of special interest to Nurserymen who produce Nursery stock, either fruit or ornamental, for farmers. There were 200,443 farms in that state two years ago.

## OKLAHOMA NURSERYMEN'S ASSOCIATION

W. E. Rey, Oklahoma City, Secy.

Fifth semi-annual meeting of the Oklahoma State Nurserymen's Association was held in Ardmore, Okla., August 17-18. The meeting was called to order in the Ardmore Convention Hall at 10 o'clock Wednesday morning by Eugene Woerz. Rev. W. Lee Rector, pastor of the Broadway Baptist Church pronounced the invocation. T. A. Milstead, Shawnee, took the chair.

The splendid attendance at the meeting included a good representation of the state Nurserymen and a number of Nurserymen and representatives from firms out of the state. Russell B. Brown, Ardmore, welcomed the Nurserymen to the city. In response, Jim Parker, Tecumseh, expressed the pleasure and appreciation of the convention in being able to be in Ardmore since that city is often thought of as the cradle of the Oklahoma Nursery industry.

The afternoon session was opened with the address of President T. A. Milstead. He reviewed the work accomplished in the Nursery business in the last few years and gave general outline of tasks for the future. Much emphasis was placed on the idea that the Nurseryman of the future must give his undivided attention to his business in order that his product, business principles and policies may stand the most rigid test of good business.

O. K. Darden, president of the Oklahoma Pecan Growers' Association, told about the development of the pecan industry in Oklahoma; describing the struggles the growers have had in improving fruit and trees and in overcoming obstacles that had to be met before the pecan could take its proper place as an Oklahoma crop. Mr. Darden pointed out the good features of top-working existing native groves and the necessity of giving pecan trees intelligent care.

Summer pruning of ornamental shrubs and evergreens was discussed by C. E. Garee, of Noble.

Otto Lang, Dallas, Tex., discussed "Merchandising," mentioning the ethics to be observed in selling and serving the customer. Will B. Munson, Denison, Tex., an authority on grapes and grape culture, discussed "Grapes, Best Varieties for the Southwest."

The afternoon program included a number of short, interesting talks that were not on the printed program. Among the speakers were: Col. Sidney Suggs, Ardmore; Otto Lang, Dallas, Tex.; Thos. Rogers, Winfield, Kan., and Frank Sneed, Muskogee, Okla. A round table discussion was held after which the meeting adjourned to the first Methodist Church, where a banquet was served for the guests of the city.

Activities for August 18 included a trip by auto to some of Oklahoma's big pecan orchards. The first stop was at Ringer's orchard which has ten varieties of pecans growing and producing. Many of the best trees are native trees that have been top-worked, and most of the trees in the orchard are ten to fifteen feet high and three to five inches in diameter. In spite of the late frost that played havoc with the crop in many sections, trees are showing a fair crop of nuts.

Passing Ardmore's new water works dam, where more than one hundred acres are covered with clear, sparkling water, the Nurserymen proceeded to Mr. Holman's place, where a barbecue dinner was served. Mr. Holman owns several farms, but he says that his pecan farm is by far the most profitable. Carter County's pecan industry promises to rival the oil industry, according to O. K. Darden, and Oklahoma's parent native paper shell pecan tree is pretty strong proof of his theory. Its crop in 1919 was 307 pounds of nuts. Each year the yield has steadily increased until now it is more than 600 pounds.

A number of other orchards and groves were visited and in each something of interest and instruction was seen.

W. E. REY.

## SEEDSMEN, FLORISTS, NURSERYMEN

*Cineraria Hybrida Grandiflora*, Kelway's Perfect Model *Grandiflora*, single flowered.  
*Calceolaria* (Herbaceous) Kelway's Perfect Model, blotched and spotted.

The finest strains in the trade. Remarkable new colourings and immense flowers. We will personally guarantee the exceptional quality of both.

*Cineraria* 1-64 oz. 75 cents; 1-32 oz. \$1.35; 1-16 oz. \$2.30; 1-8 oz. \$4.25; per oz., \$31.55.  
*Calceolaria* 1-64 oz. \$1.45; 1-32 oz. \$2.65; 1-16 oz. \$4.85; 1-8 oz. \$8.70; per oz. \$66.70.

1927 crop seed saved in our own Greenhouses now ready.

## KELWAY & SON

Wholesale Novelty Raisers. Langport, England.

At the Griffing Nurseries, Beaumont, Tex., the guava, tropical plant of the West Indies, has in this, its third year, borne a large crop of rich, red, luscious fruit. Two types are grown at the Griffing Nurseries, the strawberry and the pineapple.



### SOUTHWESTERN NURSERYMEN'S ASSN.

Thos. B. Foster, Denton, Tex., Secy.

#### Annual Meeting, September 20, 1927

Meeting of the Executive Committee.  
WEDNESDAY, SEPTEMBER 21, 9:30 a. m.  
Call to order by the president.  
Invocation. Address of Welcome. Re-  
sponse.

President's Address—Will B. Munson.  
Report of Committee on Arrangements and  
Entertainment.  
Appointment of Special Committees.  
Report of the Secretary-Treasurer—Thos.  
B. Foster.

Report of Committee on Texas Root Rot—  
Eugene Howard, Dr. J. J. Taubenhau.  
Conditions—Supply—Demand—Reports  
from those present.

WEDNESDAY, SEPTEMBER 21—2:00 p. m.  
"Modern Advertising—Is It Getting Re-  
sults?"—J. M. Ramsey, Austin, with discus-  
sions by Otto Lang and J. M. Binkley.

"Practical Service to the Planter in Sales,  
Methods of Planting, and Care of Stock"—  
H. E. Hall, Sherman.

"Back-Yard Nurserymen and Over-Produ-  
ction"—Otto Lang, Dallas.

"The Nurseries of Europe as Seen From  
Automobile"—J. B. Baker, Fort Worth.

"The Lake Country Nursery Tour"—J. T.  
Foote, Durant, Okla., Edw. Baker, Fort  
Worth.

THURSDAY, SEPTEMBER 22, 9 a. m.  
"Relation of Farm Demonstration Work to  
Nursery Interests"—O. S. Gray, Arlington,  
Texas.

"Standards of Grading for the Southwest"  
—Jim Parker, Tecumseh, Okla.

"Wholesale Price Lists—Who Are Entitled  
to Them"—J. T. Foote, Durant.

"Problems Confronting Citrus Growing at  
This Time"—Sam J. Baker, Harlingen, Tex.

"A Message from the Nursery Inspection  
Department"—J. M. DelCurto, Chief of Di-  
vision, Austin.

THURSDAY, SEPTEMBER 22, 1:30 p. m.  
Report of Committee on Radio Talks and  
Recommendations for the Future—W. E.  
Rey, Oklahoma City, Otto Lang, Dallas, W.  
C. Griffing, Beaumont.

Report of Committee on Revision of Con-  
stitution—J. M. Ramsey.

Reports of other Standing Committees.

Reports of Special Committees on Reso-  
lutions, on Nominations, and Place of  
Meeting.

Election of Officers.  
Unfinished Business. Adjournment.

J. C. Fullerton, Jr., receiver for the Farm-  
ers' Nursery Co., Troy, O., has been ordered  
by Judge W. D. Jones of the common pleas  
court to have the real estate of the company  
appraised. J. W. Stephey, P. G. Yantis and  
John K. DeFrees have been appointed ap-  
praisers for the property.

### AMERICAN ASSOCIATION OF NURSERYMEN

Chas. Sizemore, Louisiana, Mo., Secy.

Following are new members of the A. A.  
N.:

E. I. du Pont de Nemours & Co., Inc., Du  
Pont Bldg., Wilmington, Del.

Half Moon Mfg. & Trading Co., Inc., 80  
Broad St., New York City.

Lorraine Nurs. & Floral Gardens, Chas.  
R. Fegan, Fenwick, Ontario.

McKay Nursery & Orchard Co., E. V. Mc-  
Kay, Lucedale, Miss.

Charles Nieman, Importer, 261 Broadway,  
New York City.

August L. Pump, Fremont, O.

L. J. Rambo & Sons, Bridgman, Mich.

H. R. Reed Nurseries, Berlin, Pa.

Squirrel Hill Nursery, Fred Wissenbach  
& Co., 2945 Beechwood Blvd., Pittsburg, Pa.

Stony Hill Nurseries, Wm. A. Maurer,  
Supt., Glenshaw, Pa.

Troup Nursery Co., I. E. Tackett & B. C.  
Colston, Troup, Tex.

AMERICAN NURSERYMAN should be  
regularly on your desk. A business aid.  
Bristling with exclusive trade news. Ab-  
solutely independent. NOT OWNED BY  
NURSERYMEN.

## The Preferred Stock

### The Fall Price List is Out!

Perk and I have been staying  
up nights lately reading proof  
and making up the annual

### J. & P. FALL PRICELIST

It's all done now -- the best  
we ever got out -- and ready for  
distribution to the trade.

It lists the finest, biggest as-  
sortment of "Preferred Stock,"  
and you won't go wrong if you  
make up your Fall order from  
this catalog RIGHT NOW.

Write for a copy.

Sincerely,

Jack

**Jackson & Perkins Company**  
Wholesale Only  
Newark, New York.

## High Quality Stock Guaranteed to Please You

Let us quote on your needs in Apple,  
Peach, Plum, Grapes, Horse Radish,  
Washington Asparagus, California  
and Amoor River Privets, Budded  
Lilacs, Weigela Rosea, etc.

**Neosha Tree Digger**—The Neosha Tree Digger, a  
sturdy, dependable machine at a price you will like,  
now giving satisfaction to many nurserymen large  
and small. Send for description and prices.

"Yours for Growing Satisfaction"

**NEOSHO NURSERIES CO.**  
NEOSHO, MISSOURI

# AMERICAN NURSERYMAN

American Nursery Trade Bulletin



CHIEF EXPONENT OF THE  
AMERICAN NURSERY TRADE

Featuring the Nursery Trade and Planting News of American and foreign activities as they affect American conditions. Fostering individual and associated effort for the advancement of the Nursery and Planting Industry.

Absolutely independent.

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RALPH T. OLCOTT, Pres. and Treas.  
Phones—Main 5725, Glenwood 760  
Chief International Publication of the Kind

## SUBSCRIPTION RATES

One Year, in advance	- - - -	\$2.50
To Foreign Countries and Canada	- - - -	3.00
Single Copies	- - - -	.30

ADVERTISING RATE, Per Inch.....\$3.50

Advertisements should reach this office by the 8th and 25th of the month previous to the date of publication.

If proof of advertisement is desired, time should be allowed for round trip transmission.

ROCHESTER, N. Y., SEPTEMBER 15, 1927

## FOUNDER OF AMERICAN NURSERY TRADE JOURNALISM

THE FIRST Nursery trade paper in America was established in 1893, as long-time Nursery concerns know, and for nearly thirteen years was conducted under the personal and exclusive direction of Ralph T. Olcott, of Rochester, N. Y., who later founded the AMERICAN NURSERYMAN on broad and untrammelled lines.

"The dean of Nursery Trade Journalism."—John Watson.

## IMPORTANCE OF THE TRADE PRESS

In a recent address to men connected with the press, President Coolidge said:

"Whatever has to do with the collection and transmission of information to the public is of the highest importance. It is gratifying to know that this great service to America is in the hands of men of ability and patriotism.

"There is a universal desire to serve the public in this capacity, not only interestingly, but candidly and helpfully. The fundamental institutions of our government scarcely ever fail to receive cordial support. The moral standards of society are strengthened and the intellectual vigor of the nation is increased and quickened by your constant efforts.

"The press is also an important factor in the commercial and industrial development of our country. It carries an amount of scientific information which stimulates both the production and consumption of all kinds of commodities.

"This service is always on the constructive side of affairs, encouraging men to think better, to do better and to live better. Reaching through it all, there is every assurance that today is better than yesterday, that tomorrow will be a better day than today, and that faith is justified."

The "American Nurseryman" is highly indorsed individually and collectively by the American Association of Nurserymen and by more than a score of district and state trade associations in the United States and Canada.

## The Mirror of the Trade

### RADIO ADVERTISING INQUIRY

What is regarded as the strongest brief for direct advertising over the radio that has ever been presented during an official hearing was that presented in person by Earl May, of the May Seed & Nursery Co., Shenandoah, Ia., at a recent session of the Federal Radio Commission in Washington. The May Company is conceded to be one of the few successful direct advertisers and Mr. May frankly admitted that his business largely depends on radio broadcasting for its success.

There is considerable interest on the part of the Nursery trade, in radio advertising because of the graphic description thereof by former President May of the American Association of Nurserymen at the convention of that body and also by reason of proposals that the A. A. N. use the radio for an educational campaign to increase interest in the planting of trees and shrubs.

The Federal Radio Commission has evinced special interest in the great popularity of the broadcasting by Mr. May who, by the way, recently won the prize for the most popular radio broadcaster in the country. At the hearing in Washington it was brought out, through cross-questioning of Mr. May, that the large number of letters received at his station is due to incessant solicitation on the part of the station. The public is requested to send letters and to ask questions. These letters, or typical ones, are read before the microphone every day. Persons like to hear their names over the radio, as they like to see their names in print. The advertising feature is in the nature of a monopoly since competitors cannot buy time to broadcast their direct advertising through station KMA, and since a competitor would not be likely to secure a permit for a station for a long time to come.

When asked by a commissioner how Mr. May distinguishes direct advertising he replied that he supposed it is when one talks directly to prospective customers for the purpose of inducing them to buy, whether prices are quoted or not. It seems to him to be an entirely legitimate function. The law gives politicians the right to advertise themselves; why not the dealer? At a meeting of farm women, said Mr. May, this opinion on quoting prices was expressed: "What is the difference? You tell us the market news—what we should get for the products we raise and sell. Why not also tell us what we must pay for the goods we have to buy?"

Contrary to the belief that radio advertising of his own business and that of a number of clients had injured the business of country newspapers and retail stores, was Mr. May's assertion that it had stimulated both kinds of business; and he produced a petition signed by 150 retailers advocating his radio service. He said he could have obtained 3000 signatures.

The radio commission ordered that station KMA divide time on the frequency of 760 kilocycles with station KWKH, Shreveport, La., against which legal action was ordered for alleged violation of its allocation of June 15. Commissioner Bellows will visit Shenandoah to study the situation.

The last congress appropriated \$10,000,000 to fight the corn borer. What the Japanese beetle has cost may never be known. And still there are persons who ridicule quaran-

tines which aim to prevent similar losses. At the same time heavy taxes are deplored. Can you beat it?

### Growing for Own Requirements

Editor American Nurseryman:

Conditions seem to be very good, and our business shows a considerable increase over last year in a retail way. We are not having as much wholesale trade, probably because we have not been going after it.

There seems to be a general tendency among retail Nurseries in this section to grow as much of their own requirements as possible, and we are no exception to this. Customers visit the Nursery much more than they used to, and they like to see what they are buying. To be obliged to tell them that they must wait until stock comes in from Oregon, Texas, or Alabama, or wherever it is grown, is not conducive to an increase in retail business.

Then again, very few wholesalers are offering the newer and better varieties that the discriminating retail trade demands. When we were buying considerable stock, we had more or less trouble with such varieties as Philadelphus coronarius, Weigela Eva Rathke, Forsythias, and other stock coming untrue to name.

Western wholesalers had too strong a tendency to fill orders with stock grown under irrigation in the far West. While this was nice stock, when planted out by our customers it would often remain dormant until mid season.

These are some of the reasons why we are trying to grow our own supply of practically everything we sell.

At the Cleveland convention at least one of the speakers remonstrated about Nurserymen carrying such a large number of varieties as they do now. Our experience has been that when we have added a good variety to our catalogue it has increased the sales for the commoner kinds of stock.

There are some sorts of fruits and plants that are being offered under altogether too many different names. There may be too many varieties that are so similar that most of them could be eliminated, but every new worthwhile variety makes just so much more business for the Nurseryman.

Our increase in business, which will be practically 40% over last year, has not been in any special line of stock, but a general increase in all lines. Probably less stock is sold to farmers than was previously sold, but people in the cities and towns are buying very heavily, as compared to what they used to buy.

The supply of stock in this section seems to be ample. Some Nurseries have a small surplus in certain lines, but nothing alarming.

I see no reason why the retail trade should not continue to be good for some time to come.

THE GEO. AIKEN NURSERY,  
George W. Aiken.

Sept. 10, 1927

"Dormancy in Hybrid Seeds," the subject of a recent address by William Crocker before Nurserymen, summarized in the American Nurseryman, has been published in pamphlet form by the Boyce Thompson Institute of Plant Research, Yonkers, N. Y., of which Dr. Crocker is president.

William A. Oliver, Nurseryman, Perry, Kan., accidentally shot himself fatally while hunting. He was 55 years old.



## E. B. George Becomes Vice-Pres't McKay Nursery Co.

**C**HANGES of far reaching importance in September 15th when Edward B. George, vice-president and general manager of the Storrs & Harrison Company, Painesville, O., became associated with the McKay Nursery Company, Madison and Waterloo, Wis., as vice-president and general superintendent of production. Because of the attractiveness of the McKay Company Nurseries and their well-established business policies, Mr. George secured a substantial financial interest in this company and voluntarily resigned his former position to go to Wisconsin to enter the Nursery business there.

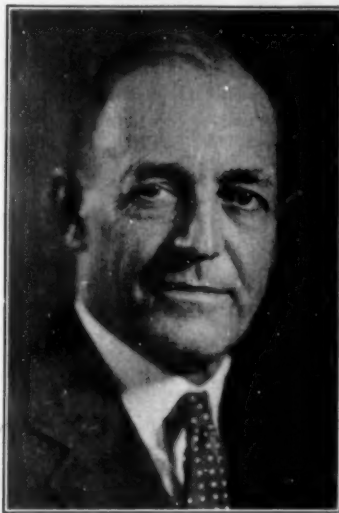
Mr. George comes from a family schooled in Nursery affairs. His father, Robert George, joined the Storrs & Harrison Company in 1868 and for many years was general manager. The son entered into the same business under his father 32 years ago and at the time of his resignation, September 1st, was vice-president and general manager, succeeding his father in that position. Because of his outstanding accomplishments in Nursery work, at the meeting of the American Association of Nurserymen at Cleveland last June Edward B. George was chosen vice-president of the national organization.

Mr. George's entire life has been devoted to Nursery work and he is schooled in all of the activities from the field to general management. He is recognized for his foresight and responsibility as a Nurseryman.

The McKay Nursery Company with which Mr. George becomes associated was founded in 1897 and since that time has built up a large and profitable Nursery business. At the present time it operates a large Nursery near Madison, Wis., devoted to the production of choice Nursery stock. The general offices of the McKay Nursery Company are

located in Madison. The volume of business of the McKay Nursery Company has more than doubled in the last 10 years. With the new arrangement, W. G. McKay, president of the company, will devote more time to the distribution end.

After an investigation extending over sev-



E. B. GEORGE, Vice-President  
McKay Nursery Co., Madison, Wis.

eral months, Mr. George decided to join the McKay Nursery Company because of its progressive policies and the unusual opportunities for production development. He predicts a further extensive expansion of the McKay Nurseries.

On September 15th Mr. George moved his family to Wisconsin and assumed his duties as vice-president of the McKay Nursery Company, in charge of general production and assisting in wholesale distribution.

**Canadian Embargo Modified**—Canadian Government has lifted the peach embargo except as the Provinces of Ontario and British Columbia. Under amended regulations the Canadian embargo against the importation of fresh peaches, peach Nursery stock and peach pits for propagating purposes into the Provinces of Ontario and British Columbia from all states east of the Mississippi and St. Croix Rivers continues in effect. Importation of these products from the States of Arkansas, Louisiana, Missouri, and Texas into British Columbia are also prohibited.

The new regulations do not prohibit the movement of fresh peaches, peach Nursery stock, or peach fruit pits, irrespective of their point of origin, passing through the Province of Ontario on a through bill of lading and consigned to points in the Dominion of Canada outside that area, with the exception of the Province of British Columbia.

**New Nursery Concerns**—Nicholas & Bridgewater have established a Nursery at Freehold, N. Y. T. J. Murphy, formerly of Buckeye Nurseries, Painesville, O., is operating his new Nursery of 14 acres at Hendersonville, N. C. Burnside Nursery, Red Wing, Minn., is a new concern by Forrest H. Sargent, Roberts, Wis., formerly with Rose Hill Nursery, Minneapolis. William C. Heinroth, Leslie A. Needham and others have started the Oakshore Nursery, Winthrop Harbor, Ill., capital \$30,000. Seattle Conifer Nursery, Edmonds, Wash., has been incorporated, \$25,000 by H. L. Powers and S. N. Powers. W. B. Gibson and others have incorporated a Nursery business, \$10,000, at Lady Lake, Fla. T. R. Riggs, Mercedes, Tex., has opened a branch Nursery at Edinburg, Tex. J. R. Bealle contemplates starting a Nursery at Greenville, Miss.

Say you saw it in "American Nurseryman"

**Preparing for Nursery Stock**—Preparations for the free twelve-weeks' course in commercial fruit growing at the state college of agriculture at Cornell University, Ithaca, N. Y., are under way. The course will be based on the experience of successful growers and the latest developments of investigation in fruit growing. Field practice will be devoted to choosing an orchard site, laying out the orchard, and planting trees. Fruit varieties, budding and grafting, thinning, pruning, and sale management will receive attention.

### Specializing in Cider Apples

In view of the depressed state of agriculture farmers in the West of England are turning towards the growing of cider apples as a means of producing something that will find a ready market, says the London Daily News.

The cider orchards of the West contain a very large proportion of rapidly decaying trees, for it is now many years since any active efforts have been made to plant young ones.

An obstacle is the difficulty of obtaining good cider trees at a reasonable price. In fact, but for the foresight of some growers, there would be no hope of an adequate supply for some years to come.

H. P. Bulmer and Co. Ltd., the cider makers, of Hereford, have now under cultivation 80,000 cider apple trees of proved varieties, the first of which will be ready for distribution this autumn. The firm began planting on a large scale nearly five years ago.

**AMERICAN NURSERYMAN** should be regularly on your desk. A business aid. Bristling with exclusive trade news. Absolutely independent. NOT OWNED BY NURSERYMEN.

## Nursery Trade Bulletin

**Cotton Belt Nurseries Co., Monticello, Fla.**, has been incorporated by H. S. Watson, F. S. Watson, H. S. Watson, Jr., Geo. A. Murrell, board of directors.

**Florida Nurseries, Inc., Palm Beach.** Deal in real estate and general Nursery business; \$10,000. Christian Hopp Hamre, Egbert Beall, Ruth E. Moore, board of directors.

**John Dillon Imlay, Janesville, O.**, died last month, aged 68. He started in the Nursery business with his father and later branched into the florist business. He was a member of the A. A. N.

**Employees of State Nursery & Seed Co., Helena, Mont.**, enjoyed a picnic recently at Gates of the Mountains, in the Rockies, about 100 making the trip down the Missouri River.

**Brainerd's Nursery and Greenhouse, Des Moines, Ia.**, has completed construction of a propagating house 12 x 90 feet. 50,000 hardwood cuttings are on hand. Propagation of evergreens for landscape work will progress this fall.

The Stockton Morello cherry is attracting attention as a stock for cherries. The stocks are propagated from suckers, so that they are uniform and give similar results. It has been thought of mostly as a dwarfing stock, but there are those who insist it is superior to Mazzard. A few years will tell more.—H. B. Tukey.

Apple consumers of New York City, according to a survey, prefer McIntosh for eating and Rhode Island Greening for cooking. If the figures are correct this is certainly a change in taste, and furthermore shows that judgment of consumers is not so poor as some growers of Ben Davis have thought.—H. B. Tukey.

Nurserymen have been having their troubles with aphids this season. A strip of cloth 20 or 30 ft. long dragged over a row of stock immediately behind the duster will hold the fumes of nicotine long enough to give almost complete kill. Nicotine does its work in a very few seconds. If the fumes can be held close to the plant a few seconds the results are greatly improved.—H. B. Tukey.

The annual summer outing of the New York State Nurserymen's Association was a one-day trip on August 25th across Lake Ontario to the quaint old town of Coburg, Canada. About eighty-five participated, including members and their friends, some of whom were from distant states. The weather was perfect, the viands excellent, the company good, altogether a most enjoyable affair.

W. E. Collins, of Collins Nursery, Fennville, Mich.; John Wallace, of Mount Arbor Nurseries, Shenandoah, Ia., and Mr. Perkins, of Jackson & Perkins Co., Newark, N. Y., were visitors in Michigan section recently. A. J. Hartung and W. B. Burmeister of B. & H. Nurseries, Onkamo, Mich., recently visited southern Michigan and Indiana points. Mr. Hartung also spent some time in the Philadelphia, Pa., district.

### COMING EVENTS

Sept. 14-15—Southern Nurserymen's Association—Jacksonville, Fla.

Sept. 14-15—Nebraska Nurserymen's Association—Field Day, York.

Sept. 21-22—Arkansas Nurserymen's Association—Little Rock, Ark.

Sept., 2nd week—South Texas Nurserymen's Association.

Sept., 2nd week—Rio Grand Valley Nursery Association.

Sept. 21-22—Southwestern Nurserymen's Association, Galveston, Tex.

Oct. 6-7—California Nurserymen's Association, San Jose, Cal.

# AMERICAN FRUITS

[Reg. U. S. Pat. Off.]

Orchard and Field Prospects for Fruit Tree Nurserymen

## Early McIntosh

New Variety, Now Ripe, Originated at Geneva Experiment Station

The Early McIntosh apple, now beginning to ripen its fruit, is attracting considerable attention among the fruit growers of New York State. This new variety was originated by fruit breeders at the Experiment Station at Geneva and is regarded by all of those who have had an opportunity to examine the fruit as a distinct contribution to the apple industry.

"A McIntosh apple ready to eat in August" is the way the new apple is described by Dr. U. P. Hedrick, station horticulturist, who says further that, "Besides pleasing the taste, this early apple pleases the eye. The red is handsome, the heavy waxen bloom is pleasing; the uniform round-oblite shape is the most attractive of apple moulds and permits packing in various packages in which the apples fit well and look well."

"The size of the fruit is about that of McIntosh or a little smaller. Cut through the skin and pure white flesh rimmed with red is displayed—the most alluring flesh to be found in any apple. The appearance does not belie the flavor. It is similar to and quite the equal of McIntosh in flavor, which for most of those who eat apples is unsurpassed."

Early McIntosh should prove especially attractive to those who are selling fruit at the roadside stand, in the opinion of the station fruit men, because of the lack of a red apple of really high quality at this season of the year. Planting stock of the new sort may now be obtained at about cost of production from the New York State Fruit Testing Association at Geneva which propagates and distributes the promising new varieties originated on the station grounds.

## Duke Cherries

Should Be More Widely Grown, Says Specialist—Hybrid Origin

Duke cherries deserve more attention from fruit growers than they now enjoy, declares Dr. U. P. Hedrick, horticulturist at the Experiment Station at Geneva where a large number of varieties of Dukes have been grown in comparison with standard sweet and sour cherries. The Dukes are hybrids between sweet and sour varieties, says Dr. Hedrick, and possess many of the characteristics of the parent sorts.

The name "Duke" is believed to have come from the variety May Duke, a corruption of the word Medoc, a district in France from which this variety came. A generation ago practically every fruit grower had a few Duke cherries in his orchard and 65 varieties were listed in the Station's book on cherries, says Dr. Hedrick. Nurserymen now commonly offer only four varieties, it is said.

"Duke cherries are much hardier than sweet cherries, and a little less hardy than sour cherries," says Dr. Hedrick. "In size and flavor they are, as a rule, midway between the two although in the main they resemble sweet cherries more in size, shape, and color, and have the somewhat acid flesh of sour cherries. They are particularly valuable in regions a little too cold for sweet cherries and for persons who like mildly acid fruits."

"The Dukes respond to the same care and attention given other cherries, although in most regions they are more easily cared for than sweet cherries. They ripen between the sweets and sour, but the late varieties such as Late Duke and Reine Hortense, hang on the trees without cracking or rotting much longer than any of the sweet cherries. Because of this characteristic they are par-

ticularly adapted to southern regions where sweet cherries crack and rot badly."

The four varieties commonly listed by Nurserymen, fortunately the best of the group, are May Duke, earliest to ripen; Royal Duke, midseason; Reine Hortense, medium late; and Late Duke, very late."

## Peaches in Oklahoma

By Jim Parker, Tecumseh, Okla.

The Elberta, our best market peach, was introduced in 1879. Soon after this the art of refrigeration was perfected. The first refrigerator car of peaches was shipped from Georgia in 1889. They were a luxury and sold at \$10 to \$25 per bushel.

Then came demands for peach trees and large commercial orchards were planted. Nurserymen grew and sold every year more and more Elberta peach trees. In 1907, footing it around among farmers of Pottawatomie County, I sold 40,000 trees in one week. Peaches to eat were a new joy to the world and the cities were willing to pay the price. In 1911 I sold at Tecumseh, Okla., a car of peaches that brought \$1760 on New York market.

In 1912 there were perhaps twice as many peaches in the country as had ever been produced. Just about enough that each child might have had six peaches to eat and mother six quarts to can for Sunday.

It was the first time in the history of the world when there were peaches in surplus to overflow from the big cities to towns of from 1,000 to 10,000 people. I shipped from Pottawatomie County 46 cars. One hundred and ten cars were shipped from this one county. The crop should have been sold at a price to leave everybody happy.

But the markets were not organized to properly handle the sales. Commission men agreed in national convention not to buy peaches and to force all the crop on the open markets. In Kansas City an auction house was formed for the purpose of clearing all surplus. There was no organization trying to distribute the crop where it was needed through the country. There was only an effort to buy as cheaply as possible and butcher off quickly at a profit. A few people received as much as fifty cents per bushel, but many cars were sold for less than the expense of handling.

In breaking the market, the big cities broke the faith of farmers and they quit caring for their orchards. Within five years one-half the bearing orchards of Oklahoma had died from neglect. Commercial orchard planting ceased all over the country and has not come back. A study of 5,000 orders which we shipped out last fall shows that not one man in one thousand has bought peach trees to grow fruit for market. At this time the possible yield of Elberta peaches in Oklahoma is not more than one-fourth the crop of 1912. The possible yield of peaches in the United States is less than half it was fifteen years ago.

It does seem to me that in the great state of Oklahoma where we may gather fruit fresh from the trees four months in the year, it is now safe to plant commercial peach orchards. It certainly would be wise for every home owner to plant enough trees so that the wife and children may enjoy this good fruit.

Man's conquest of the plant kingdom has only begun. The number of plants that have so far bowed their heads to man's dominion is as yet insignificant. In the extension of his knowledge of plants and of his ability to use them for his own benefit lies one of the great glories and hopes of the human race.—Dr. L. H. Bailey.

## OHIO NURSERYMEN'S ASSOCIATION

Howard N. Scarff, New Carlisle, Secy.

### Summer Meeting Marked Success

The Ohio Nurserymen enjoyed a two days outing Sept. 6-7 in the vicinity of Clyde and Fremont. About 75 members, their wives and friends were present during the tour and gathered first at Green Springs where a good chicken dinner was served and all had a taste of medicinal water from the large sulphur springs. From here the party motored through the French Nurseries and the Clyde Nurseries and then over to the Fremont Nurseries. All of the stock in these Nurseries was in excellent condition and showed the benefits of their good growing season. Mr. Day's Kosters Blue spruce and magnolia layers proved of special interest.

In the evening a frog leg banquet was served at Rainbow Gardens and every one had a royal good time. President Clarence Seibenthaler was toastmaster. Toasts were responded to by a number of the members including several of the ladies and the out-of-state Nurserymen present.

Thursday morning a tour was made through Lake Erie peach orchards, stopping at the Gypsum and Danbury packing houses and later at the Catawba Island Company's house. The Elberta season was at its height. Orchard after orchard lined the roads and the trees were loaded with fruit. Groups of pickers here and there were gathering and loading the filled baskets four tiers high on the wagons and trucks that conveyed them to their packing houses. Here the wagons awaited their turn to empty their loads into the grading machines where the Fancy A & B grades were ring packed and loaded for market.

The peach crop in this section is heavy this year and prices are somewhat higher than normal. Special interest was taken in the orchards of the Catawba Island Fruit Co., as several of the Ohio Nurserymen are interested in the project. Their planting consists of about 600 acres practically all in Elberta, Lemon Free and Hale peaches and is managed by Vernon Davis, formerly professor of horticulture at Ohio State University.

A number of the younger members of the party enjoyed a dip on what is considered the finest beach on the lake and then a fine fish dinner at Terrace Beach. Ohio Nurserymen voted this the most interesting meeting ever held.

Ed. George, who has been with the Storrs & Harrison Co., is accepting a position with the McKay Nurseries, Madison, Wisc.

Harry Kyle of the Spring Hill Nurseries, Tippecanoe City, submitted to an operation at the Miami Valley Hospital on Tuesday, Sept. 6th. The operation was successful and Mr. Kyle is getting along nicely.

The consensus of opinion regarding stock conditions during the Ohio meeting was that although there was an abundance of salable size stock of a few items, there would probably not be an over supply during the coming season. Prospects for fall look good and it was expected that the high price of fruit this season would result in a better demand for fruit trees.

HOWARD SCARFF.

Every report from the apple growing sections this year indicates a light crop. In some sections there will be hardly 60 per cent of last year's supply. The rains and heavy weather have been very bad for scab and other fungous diseases, and a smaller proportion than usual of the apples will grade as No. 1. The northern peach crop is light, too, and it seems that there will be less competition than usual for early apples.

When a nation is lost, the underlying cause of the collapse is always that she cannot handle her transport. Everything in life, from marriage to manslaughter, turns on the speed and cost at which men, things and thoughts can be shifted from one place to another. If you can tie up a nation's transport, you can take her off your books.—Rudyard Kipling.



# Andrews LATHAM Raspberry

Mosaic-free Stock - Reliable

Americana Plum Stocks - Prunus Triloba - Ginnala Maple - New Minnesota Plums  
ANDREWS NURSERY COMPANY, FARIBAULT, MINNESOTA

## TRADE ASSOCIATIONS

American Association of Nurserymen—Charles Sizemore, secy., Louisiana, Mo.; 1928 Convention, Denver, Colo., June 20-22.  
Alabama Nurserymen's Association—Dr. F. T. Nye, Secy., Irvington.  
Arkansas Nurserymen's Ass'n.—J. E. Britt, Secy., Bentonville.  
California Assn. of Nurserymen—John A. Armstrong, Jr., Secy., Ontario, Cal., Oct. 6-7, San Jose.  
Connecticut Nurserymen's Association—A. E. St. John, Sec'y., Manchester, Jan. 1928, Hotel Bond, Hartford.  
Eastern Canada Nurserymen's Association—Chas. K. Baillie, Secy., Box 158, Welland, Ontario.  
Eastern Nurserymen's Association—Fred Worsinger, Sec'y., Tacony, Pa.  
Fruit and Flower Club of Western New York—Fred M. O'Brien, Sec'y., Geneva.  
Illinois Nurserymen's Association—N. E. Averill, secy., Dundee, Ill., Jan. 19-20, 1928, Hotel Sherman, Chicago.  
Iowa Nurserymen's Association—R. S. Herrick, secy., State House, Des Moines, Ia.  
Kansas Nurserymen's Association—James N. Farley, Sec'y., Topeka.  
Kentucky Nurserymen's Association—Alvin Kidwell, Sec'y., St. Matthews.  
Massachusetts Nurserymen's Association—Winthrop H. Thurlow, secy., West Newbury.  
Michigan Association of Nurserymen—C. A. Krill, secy., Kalamazoo.  
Minnesota Nurserymen's Association—W. T. Cowperthwaite, Secy., 20 W. Fifth St., St. Paul.  
Missouri Nurserymen's Association—George H. Johnston, secy., Kansas City Nurs., Kansas City, Mo.  
Nebraska Nurserymen's Association—Ernst Herminghaus, Secy., Lincoln.  
New England Nurserymen's Association—W. N. Craig, Sec'y., Weymouth, Mass.  
New Jersey Association of Nurserymen—John Marselle, secy., Wyckoff, N. J.  
New York Nurserymen's Association—Charles J. Maloy, secy., Rochester, N. Y.  
Northern Retail Nurserymen's Association—C. H. Andrews, secy., Faribault, Minn.  
Ohio Nurserymen's Association—Howard N. Scarff, secy., New Carlisle, O.  
Oklahoma Nurserymen's Association—W. E. Rey, sec'y., Oklahoma City.  
Pacific Coast Association of Nurserymen—C. A. Tonneson, secy., Burton, Wash. 1928 convention, Seattle, Wash.  
Pennsylvania Association of Nurserymen—Floyd S. Platt, secy., Morrisville, Pa.  
Rocky Mountain Nurserymen's Assn.—S. W. Marshall, Sec'y., 3045 W. 36th Ave., Denver, Colo.  
Rhode Island Nurserymen's Association—H. H. DeWilt, secy., 521 Elmwood Ave., Providence, R. I.  
Rio Grande Valley Nurserymen's Assn.—H. L. Bonnycastle, secy., Mercedes, Tex.  
South Dakota State Nurserymen's Association—J. B. Taylor, sec'y., Ipswich.  
Southeastern Nurserymen's Ass'n.—Otto Buseck, Sec'y., Asheville, N. C., Nov. 10-12, 1927, Hotel Kenilworth, Asheville, N. C.  
Southern Alabama Nurserymen's Ass'n.—W. H. Pollock, Sec'y., Irvington.  
Southern Nurserymen's Association—W. C. Daniels, Sec'y., Pomona, N. C., Sept. 14-15, 1927, Jacksonville, Fla.  
South Texas Nurserymen's Assn.—W. R. McDaniel, Sec'y., Alvin, Tex.  
Southwestern Nurserymen's Association—Thomas B. Foster, Secy., Denton, Tex., 1927 Convention, Sept. 21-22, Galveston, Texas.  
Tennessee Nurserymen's Association—Prof. G. M. Bentley, secy., Knoxville, Tenn.  
Western Association of Nurserymen—George W. Holsinger, secy., Rosedale, Kan.  
Western Canada Nurserymen's Association—T. A. Torgeson, secy., Estevan, Sask., Canada.

## THE ROSE FARM

Incorporated  
White Plains, New York

High quality, field  
grown, budded ROSES

## BOXWOOD

Young's Boxwood and  
Evergreens

FOR LINING OUT

My service and stock will please you.

Write for Wholesale Trade List

ROBERT C. YOUNG

Wholesale Nurseryman

GREENSBORO

NORTH CAROLINA

## Broadleaf and Coniferous EVERGREENS

English Laurel, Japanese Ligustrum, Gardenias, Aucuba Japonica, Biota, Retinosperus, Thuja.

Price list on request.

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Wilmington, N. C. P. O. Box 275

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Established in 1903

Owners of the \$5,000 Mahan Pecan Tree purchased at Kosciusko, Miss. Twice winners of the World-wide contest for the best quality pecan in the World. Only takes 33 nuts to the pound.

Over 300 acres in Nursery stock.

Wholesale growers of pecan trees, over 400,000 pecan trees of all standard varieties for market this fall. Also about 500,000 Owarl Satsuma orange trees.

Get in touch with us for fall prices.  
F. A. MAHAN President and Manager



MAKE NO MISTAKE  
Use Perfection Markers  
Galvanized iron, black  
baked enamel glass  
front, card about 2x4  
inches; stake 28 in. long.  
Lasts ten times longer  
than wood, and more  
satisfactory.  
Manufactured by  
THE S-W SUPPLY CO.  
Girard, Kansas.

WE HAVE TO OFFER  
THE WHOLESALE TRADE  
Hardy Selected Black Hills Spruce and  
Ponderosa Pine at following prices:  
6-12" \$27; 12-18" \$50; 18-24" \$70  
Freshly dug roots. Wrapped in moss  
and burlap. 500 at 1000 rate. Shipping  
time Sept. 15-Oct. 15. Orders booked now.  
Reference, Pennington County Bank. Es-  
tablished 1911.  
M. J. ANDERSON & CO., Rapid City, S. D.

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McMinnville, Tennessee

Established 1887

Large assortment general Line

Nursery Stock

FOREST TREES, SHADE TREES  
SHRUBS, VINES, EVERGREENS

OUR USUAL LINE. Write for Trade List

WE would like to serve YOU

## SPIREA VANHOUTTE

2-3 ft., 3-4 ft., and 4-5 ft. in quantities.

HYDRANGEA ARBORESCENS

18-24 in. and 2-3 ft.

HYDRANGEA PAN. GRAND.

18-24 in. and 2-3 ft.

BERBERIS THUNBERGI, CALIFORNIA  
PRIVET, and all other SHRUBS in a good  
assortment.

WISC. WEeping WILLOWS

6-8 ft. and 8-10 ft.

FRUIT TREES, GRAPE VINES, and

SMALL FRUIT PLANTS

"WEST has the BEST"

T. B. WEST & SONS

PERRY, OHIO

## PECAN TREES

CAR LOTS our specialty, but we accept  
orders from nurserymen for any number  
of trees. Also have Satsuma Orange trees.

Simpson Nursery Co.

Monticello, Fla. Established 1902

## American Bulb Company

Importers and Growers of

Dutch Bulbs, Cannas, Tuberoses, Gladioli,  
Hardy Lilies, Manetti, Lily of Valley,  
Sphagnum Moss.

Send For Free Catalogue.

6 Murray St., 152 N. Wabash Ave.,  
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## WANTED!

10,000-2 YEAR

CHINESE LANTERN PLANTS

Charlton Nursery Company

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FOR TRADE  
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1st of Month Issue.

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First Forms: - 23rd each month

First Forms: - 8th each month

Last Forms: - 25th each month

Last Forms: - 10th each month

If proofs are wanted, copy should be in hand previous to above dates.

American Fruits Pub'g Co., P. O. Box 124, Rochester, N. Y.

## THIS PAGE PRESENTS

**American Nurseryman Directory of American Plant Propagators**

**Listing Nursery Concerns Which Specialize in Production of Young Stock  
Including That Which Has Heretofore Been Imported**

The American Plant Propagators' Association, Organized in 1919, Will Hold its Tenth Annual Meeting in Denver, Colo., June, 1928. E. M. Jenkins, Winona, Ohio, Secretary.

TWO-INCH BLOCKS ONLY ARE SOLD IN THIS DIRECTORY. EACH BLOCK \$5.00 PER MONTH UNDER YEARLY CONTRACT, INCLUDING PUBLICATION TWICE A MONTH, ON THE 1ST AND 15TH

### HILL'S EVERGREENS FOR LINING OUT

Complete assortment of Evergreens including Fir, Juniper, Spruces, Pines, Yews, Arbor Vitae, Cedrus, Taxus, Biotas, etc. Also deciduous ornamental trees and shrubs in wide variety. Your patronage is appreciated.

Write for Wholesale Trade List

The D. HILL NURSERY Co., Inc.  
Evergreen Specialists  
Largest Growers in America  
Box 402 Dundee, Ill.

### NAPERVILLE NURSERIES

Headquarters for  
**LINING OUT STOCK**

Large Assortment

**WELL GROWN—NONE BETTER**

See Our Lists Before Buying

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### NEW PRICE LIST

of  
HEMLOCK  
ARBOR VITAE  
NORWAY SPRUCE  
SCOTCH PINE  
BALSAM  
CANOE BIRCH  
SUGAR MAPLE

and other Evergreens, Shade Trees, Shrubs, Ferns, and Perennials.

**GEORGE D. AIKEN**  
PUTNEY, VERMONT

### WE HAVE THEM You May Want Some

Norway, Sycamore and Silver Maples; Pin, Red, Mossy Cup, Catesbaei and Willow Oaks.

Butterfly Bush, Dogwoods, Deutzias, Forsythia, Spireas, etc.

Our Trade List is ready.  
Get next to one.

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2-year Strong Vines

**CONCORDS and MOORES EARLY**  
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Correspondence solicited.

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FOREST NURSERY STOCK

CONTRACT FOREST PLANTING

Send for our catalogue

**89 STATE STREET**

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### EVERGREENS MILLIONS OF THEM

Seedlings—Transplants—Cuttings  
Grown under glass

Also Apple Trees, Shade Trees, Hedgeplants, Shrubs, Vines, Peony.

Send for our latest Bulletin

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The largest growers of Evergreens  
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Charles City, Iowa

### Scotch Grove Nursery GROWERS OF

### EVERGREENS

FOR

### Lining Out

GOOD ASSORTMENT OF  
**STANDARD SORTS**

Price List on Request Established 1871

**SCOTCH GROVE, IOWA**

### BROAD LEAF EVERGREENS

RARE AND CHOICE CONIFERAE

**AZALEAS** (Evergreen and Deciduous.)

**FLOWERING SHRUBS,**  
VINES and CLIMBERS

We produce the greatest variety of  
Herbaceous Plants and Field Grown  
ROSES in America. Ask for  
wholesale price lists.

**Bobbink & Atkins**

RUTHERFORD, NEW JERSEY

### Deciduous & Evergreen

### LINING OUT STOCK

Seedlings & Transplants

**HESS' NURSERIES**

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### NURSERY STOCK For Lining Out

Our Lining Out Stock this year is  
more complete than ever before.

Drive in and see our stock. Would  
take pleasure in showing you over  
our grounds.

**Onarga Nursery Co.**

Cultra Bros., Mgrs., Onarga, Illinois

American Fruit Tree Seedlings that  
never miss. Only seedlings with sus-  
tained quality. Many large Nurserymen  
that have tried them, are adopting them.  
We offer for next winter's delivery:

Mazzard, Mahaleb, P. Calleryann,  
Pr. Myrobolan, Catalpa Speciosa,  
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Large Stock Flowering Trees and Shrubs

**ROBERTSON-VISTICA NURSERY**

118 North Ophir St.

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### EVERGREENS SEEDLINGS and TRANSPLANTS FOR LINING OUT

WRITE FOR OUR PRICE LIST

**THE NORTH-EASTERN FORESTRY CO.**

"WE GROW OUR OWN TREES."

CHESHIRE,

CONNECTICUT

### Connecticut Valley Grown

**SEEDLINGS**  
POTTED EVERGREEN  
CUTTINGS

**TAXUS—Our Specialty**

Send for our complete list.

**C. E. WILSON & CO.**  
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### 1927 PRICE LIST

Collected Hardy Native  
**EVERGREENS, TREES**  
**SHRUBS and PLANTS**

Write for it!

**L. E. WILLIAMS NURSERY CO.**

Exeter, N. H.

Successor to L. E. Williams, Exeter, N. H.  
and I. L. Williams, Manchester, Vt.



# American Nurseryman Directory of American Plant Propagators

Listing Nursery Concerns Which Specialize in Production of Young Stock,  
Including That Which Has Heretofore Been Imported

## EVERGREENS & DECIDUOUS TREES SHRUBS & VINES

WHOLESALE GROWERS for THE TRADE  
of Choicest  
Hardy New England Grown  
Nursery Stock

Write for Price List Send your Want List



## ★ ROSES

Shrubs Cannas  
Lining-out Evergreens

Send for Trade-List

The CONARD-PYLE Co.  
ROBERT PYLE, Pres. West Grove, Pa.

"More than 25 years' experience"

Established 1883

## LINING OUT STOCK Tropical Ornamentals

And small pot stock for growing on  
PALMS A SPECIALTY

Shade Trees, Shrubs, Vines, Ornamental  
Grasses, Bulbs, Etc.

Give us your want list and let us quote.

REASONER BROTHERS'

Royal Palm Nurseries

Drawer "N" ONECO, FLORIDA

## LET US QUOTE YOU ON

Multiflora Jap. seedlings  
Berberis Thunbergii seedlings  
Ampelopsis veitchii seedlings and trans-  
plants  
Hydrangea p. g. 2 yrs. trans., very bushy  
Wisteria sin., 1 and 2 yrs. for grafting.  
Syringa vulgaris seedlings.

## ALL OUR OWN GROWING

We can save you real money whether  
you need large or small quantities.

BEDFORD HILLS NURSERIES  
BEDFORD HILLS, N. Y.

## THIS SPACE \$5.00 Per Month

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Including publication 1st and 15th.

TWICE A MONTH AT SINGLE RATE

Chief Exponent  
of the Nursery Trade

## LINING OUT STOCK

FOREST TREE SEEDLINGS  
AND ORNAMENTAL SHRUBS

Black Walnut, Russian Mulberry,  
Texas Umbrella, American Persimmon,  
Amoor River South Privet,  
Silver Maple, Black Locust  
Privets Philadelphia Altheas

Good Assortment of  
Lining Out Stock and Finished Plants  
Get Our Catalogue

27 years in the Nursery business  
PARK NURSERY COMPANY  
PLEVNA, ALABAMA

## Warning Against Overproduction of Nursery Stock

In his address at the annual convention of the Alabama Nurserymen's Association President John Fraser, Jr., said:

"The past year was one of prosperity and profit for Nurserymen, and the 170 odd Nurserymen in Alabama have indeed taken an important part in promoting the welfare of our homes and our people. During the past few months I have attended Nurserymen's meetings in states from Boston to Denver, from there to Texas, and around to Montgomery, and I feel impelled to say that unless unexpected new markets are opened, we are facing an overproduction of Nursery stock that will mean depression, if not disaster, to some who may not be prepared to meet this coming change.

"Alabama has an average of 2½ Nurserymen to each of her 67 counties and I find many Alabamians wondering where they can find a market for the coming years. Nursery stock is not an annual crop and one must prepare ahead for the coming movements.

"We need more of the great light of publicity. The public must be educated to eat more fruit as an aid to longer and healthier life. Our state has reached the cultural side of its growth, where beauty is a part of our statewide life. Who is there but the Nurseryman to aid in this outdoor development?

"Nurserymen must not rely alone on a satisfied customer; they must use their local newspaper and have printed pamphlets of various kinds; for verily, this is an age of printer's ink."

## "For Trees Around Homes"

A despatch from Indianapolis, Ind., states: Recognizing the importance of possessing trees around their homes and especially a woodlot as an economic asset on the farm, Hoosiers this spring purchased and planted twice as many forest seedlings as in any previous year.

This fact was brought out today by state conservation officials when the forestry division reported to Director Richard Lieber that the state Nursery which produces seedlings at the big reservation at Henryville and sells them at cost to planters, has distributed a quarter of a million young trees.

The state Nursery was established in 1922 and increasing interest in reforestation work is shown by the increased demand for trees with 13,000 distributed that year against 275,000 already sold this spring.

Conservation officials are shaping their program to produce a million forest seedlings for the spring of 1930 anticipating the demand may even exceed this figure.

A striking illustration of what a municipal Nursery does with its surplus while commercial Nurserymen use the brush-pile is the following from the Jacksonville, Fla., Journal of June 16th:

## WILD OLIVE TREES ARE DISTRIBUTED BY ACOSTA

Having a surplus of wild olive trees at the city Nursery, City Commissioner St. Elmo W. Acosta is distributing them to all applicants, he announced today.

The trees make an attractive and permanent hedge, Mr. Acosta says. Persons who want the trees may obtain them by calling at his office, room 21, 136 East Bay street. Each applicant may have 20 trees, which will make a hedge 50 feet long when planted two and one-half feet apart.

## APPLE TREES—PEACH TREES

HIGH GRADES. LOW PRICES

Try them and you will be pleased.

CONCORD NURSERIES  
CONCORD, GA.

## Cuthbert

## Red Raspberry Plants

Well rooted clean resorted sucker plants with the T root on, grown in sand and of disease free fields.

B. & H. Nurseries

Onokama, Mich.

## ARKANSAS NURSERYMEN'S ASSOCIATION

J. E. Britt, Bentonville, Sec'y

The Arkansas State Nurserymen's Association will hold its annual convention at Little Rock, Ark., in the Hall of the House of Representatives, on Sept. 21-22nd. Marion Hotel will be headquarters.

At this meeting a resolution will be introduced, strongly condemning the practice of the so-called "packing at cost" deal practiced by growers of Nursery stock. From letters being received along this line it will no doubt receive hearty support.

The association has in the past year been instrumental in securing important changes. The State Plant Board issued a ruling taking effect July 1st, requiring that all growers of grape roots for sale must come under the same rules that Nurserymen do. Heretofore, anyone could grow and sell grape roots without inspection or bond. Nurserymen were blamed for poor stock put out by folks who did not know how, and on whom there was no restriction as long as stock was sold "locally" as it was called. But much of such stock was bootlegged into adjoining states and Nurserymen of this state got the blame.

On August 5th last, the Plant Board at the instance of this association issued a ruling which on complaint of three interested parties, will declare as a nuisance any old orchard which is infested with disease or pests detrimental to nearby orchards or Nurseries. This will give much relief, as heretofore old diseased orchards have been allowed to stand alongside of orchards and Nurseries without hindrance, causing great hardships. It is expected to work out other helpful measures in the near future, which will put all stock grown in this state at the top of the ranks of stock grown by Nurserymen.

The Nurserymen in this association in convention a year ago passed a resolution unanimously pledging full co-operation with the Plant Board, and the Horticultural Society to clean up all Nursery and orchard stock, and are bending their efforts to accomplish that end.

DR. W. M. MOBERLY, Pres., A. S. N. A.

AMERICAN NURSERYMAN, Chief Exponent,  
twice a month \$2.50 per year. Three years, \$8.  
Canada, abroad, 50c extra per year.

### Fruit Tree Seedlings Yakima Valley Grown

Apple  
French Pear  
Japan Pear

Ussuriensis  
Mahaleb  
Myro

#### FRUIT TREES

##### 2 Yr. Apple & Pear 11/16

Cortland Oldenburg  
Delicious Rainier  
Jonathan Wagner  
McIntosh Winesap, Etc.  
Bartlett, Bosc, Seckel

#### Shade & Ornamental

European Mountain Ash, Prunus Tri-loba, Prunus Pissardi, Pauls Red Flowering Thorn. Flowering crap in 13 varieties.

#### ULMUS PUMILA SEEDLINGS

The hardy, fast growing, dry land elm.

Remember, satisfaction guaranteed and carload rates to some distributing point near you.

**Washington Nursery Co.**  
TOPPENISH, WASH.

IT COSTS LESS THAN 21 CENTS A MONTH TO KEEP IN TOUCH WITH THE TRADE THROUGH A REAL NURSERY TRADE JOURNAL.

### Peach Pits

**The Howard-Hickory Co.**  
Hickory, N. C.

#### BOXWOOD

Buxus Sempervirens  
25 in. Pyramids

100 at \$2 each; 1000 at \$1.50 each  
Less 5% for cash.

**CALIFORNIA NURSERY CO.**  
NILES, CALIFORNIA

#### Latham Raspberry Plants

Free from mosaic, leaf curl, etc.  
Priced right for fall delivery.

**A. B. Coleman & Son**  
AITKIN, MINN.

#### PEONIES

400 varieties of the "World's Finest," including best commercial cut-flower kinds. Please submit your "want list." Many of the largest dealers prefer our Peonies and we believe you will.

**HARMEL PEONY COMPANY**  
Established 1911  
Wholesale Growers—Peonies Exclusively  
Berlin, Maryland.

#### IT MEANS MUCH

It is a certificate of good character to have your advertisement admitted to the columns of the AMERICAN NURSERYMAN, because an effort is made to exclude advertisements of a questionable character or which represent concerns that do not practice business ethics recognized in general as worthy. A number of so-called Nursery concerns cannot advertise in this publication.

## LITERATURE

Wholesale Price List of Robert C. Young, Greensboro, N. C., and Retail Price List of Peonies, Iris, Bulbs and Plants of Young's Aurora, Ill., Nurseries are at hand.

A catalogue of unusual interest is that of Gardens of the Blue Ridge, E. C. Robbins, Ashford, N. C. It is a wholesale trade list of hardy and rare broad-leaf evergreens, ornamental trees, shrubs, vines, ferns and herbaceous plants of the Blue Ridge Mountains. The business was recently moved from Pineola, N. C. The list is well gotten up and beautifully illustrated. The specialties handled are of particular interest.

That the prolonged depression in American agriculture has had the effect of bringing co-operation to the fore as the permanent form of organization for farming as an industry, that agricultural co-operatives have

achieved a reasonably stable and workable status through a long process of legal and economic evolution, and finally, that certain difficult problems have still to be faced by the co-operative movement, are the outstanding conclusions of a book entitled *The Legal Status of Agricultural Co-operation*, which has just been released by Harold G. Moulton, Director of the Institute of Economics of Washington. \$3.25 postpaid; American Fruits Pub. Co., Rochester, N. Y.

All the wild ideas of unbalanced agitators the world over in their ignorant and pitiable quest for happiness through revolution, confiscation of property and crime, cannot overthrow the eternal truth that the one route to happiness through property or government is over the broad and open highway of service. And service always means industry, thrift, respect for authority and recognition of the rights of others.

—WILLIAM G. SIBLEY, in the Chicago Journal of Commerce.

## INDESTRUCTO METAL LABELS

TRADE MARK



Thin copper alloy or zinc, strung with copper wire. Written on with a stylus supplied free, or a nail. No ink used. Writing is permanent. Weather and wear proof. Greatly adds to appearance of stock.

For Trees and Plants. Size No. 1—1"x3 1/2", Retail at \$1.20 per 100. Size No. 2—1 1/2"x5", Retail at \$1.50 per 100.

For Garden Stakes or Stakes in pots: No. 51, heavy wire stake, 8" high, Retail \$1.75 per 100. No. 52 stake, 10" high, Retail \$1.50 per 100; No. 1 and 2 especially good for labeling stored Dahlias, Cannas, Gladioli or similar stock, to keep small quantities from becoming mixed. Sample free.

**BALL & SOCKET MFG. CO.**  
West Cheshire, Conn.

#### PIN OAK SEEDLINGS

I will have Pin Oak Seedlings in grades 12 to 18 and 18 to 24 inches.

Send me your orders early.

**ARTHUR L. NORTON**  
NURSERYMAN. CLARKSVILLE, MO.

#### FINE NURSERY STOCK

That is worth buying; one-year field-grown from cuttings. We advise sending orders in early for fall shipments, as our stock is limited. Write at once for price list. Can supply good collected stock also.

**NOLERIDGE NURSERIES**  
McMinnville, Tenn. R. F. D. No. 7

#### Fruit and Flower Plates

CATALOGUES—ENGRAVINGS

Plate Books, Folios, Maps, Stock Forms, Office Supplies, Circulars, Order Blanks, Price Lists.

**United Litho & Printing Companies**  
29 No. Water St., Rochester, N. Y.

#### RELIABLE PECAN TREES

We offer selected Pecan Trees, produced by improved methods of careful bud selection which insure profitable results for the planter. All standard varieties. Make your reservations now. We grow other nursery stock, especially good budded and grafted Rose Bushes.

**Summit Nurseries** Monticello, Fla.

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**10,000 COLUMBIAN  
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FOR SALE—American and European Sycamore, 6-8 ft.; Silver, Norway, Sycamore Maples, 8-10 ft.; White Birch, 6-8 ft. and 8-10 ft.; American Linden, 6-9 ft.; Sugar Maple, 6-8 ft.; White Spruce, 2-3 ft.; American, Pyramidal Arborvitae, 3-4 ft.; White Pine, 4-5 ft.; English Boxwood, 2-6 ft.; Rhododendron Maximum, Catawbiense, 2-6 ft.

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## NOTICE

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Also a very complete line of Fruit Trees, Ornamentals, Roses and Nursery Supplies.

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ORNAMENTAL SHRUBS,  
BROAD LEAVED EVERGREENS,  
PRIVET, VINES, POPLARS,  
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And other conifers.

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## Secretary Pyle's Report to American Rose Society

Following is the report of Robert Pyle, Secretary, to annual meeting of the American Rose Society in Longwood, Pa., on the estate of Pierre S. du Pont, September 10th:

During the past year the beneficent influence of the rose has been extended beyond previous limits. Through our 56 state and provincial vice-presidents and through the activities of our 183 local secretaries not only have there been added to our membership 385 members, but also rose activities have been organized. In various parts of the United States new groups of rose lovers have banded themselves together for more frequent and intimate intercourse than is possible for a national association. Mrs. Charles E. Derby of San Jose, one of our state vice-presidents of California, has been leader in a noteworthy movement that has found expression in rose pilgrimages and an important rose festival. George B. Ward, Birmingham, Ala., has single-handedly influenced 89 of his friends to share in the benefits of the society. In Southern California, our esteemed President Emeritus, Dr. E. M. Mills, has been most energetic and influential in stimulating interest in the various sections, among which is San Diego, where Forrest L. Hieatt has organized an important group of 85 rose enthusiasts. Among the new rose societies organized this year should also be mentioned the Roanoke Rose Society, Roanoke, Va., and the Manhasset Bay Rose Society, Long Island.

Yesterday we had 99 more members than on the same day the year previous—total 4820. The percentage of renewals last year was 72.5% as compared with 77.9% the year before, and to date this year 67.3%. During the last three years we have quite steadily added 1100 to 1200 members each year.

In Monterey, Cal., our devoted worker, F. E. Lester, formerly of Mesilla Park, New

Mexico, has initiated a movement that is materializing in a municipal rose garden.

How much influence the American Rose Society may have had in the five-year dream of the Brooklyn Botanic Garden to establish a municipal rose garden has not been determined, but the rose garden is in the course of construction.

Everything possible has been done to stimulate local rose shows, and the awards actually made have included three gold, eleven silver and fifteen bronze medals. In turn, there have been presented to the society, as a memento, for safekeeping, through the courtesy of Mrs. A. G. Feast-Guthridge, medals and vases awarded to Samuel Feast in 1834 by the Maryland Horticultural Society, probably having been among the first rose awards in this country.

Your officers have continued in co-operation with the Federal Department of Agriculture, and during the past year have distributed nearly a thousand each of the plants of new roses, Breeze Hill and Glenn Dale, and after liquidating expenses in the transaction, have turned into the treasury proceeds of \$844.78. The royalty from the sale of roses originated by Capt. Geo. C. Thomas, Jr., has been \$161.20. These roses have been distributed first to Nurserymen for propagation and dissemination, as well as to arboreta, experimental gardens and garden clubs.

Your committee on registration has under consideration eight and has passed for permanent record the names of 13 new roses, each published as issued.

The secretary's office has sold fewer rose books than last year, but interest and use of the society's loan library has definitely increased.

Prof. A. C. Beal of Cornell University, who last June arose from a sick-bed in Paris to attend the 1927 judging of roses in the Bagatelle Gardens, reports, along with certain certificates of merit, three gold medals, awarded from 1925 concourse to roses Helen Fox and Kardinal Piffel and from 1926 concourse to rose Mme. Gregoire Staechelin.

Upon invitation, the American Rose Society has appointed as representative to attend the International Horticultural Congress in Vienna, September 20 to 25, Dr.

Samuel C. Palmer, who is now at Kew and is spending his sabbatical leave from Swarthmore College upon study of the arboreta of Europe.

The American Rose Society was represented and was among those organizations whose influence had weight in the enactment last March of Federal Legislation providing for a National Arboretum in the District of Columbia.

Another movement of national significance, in which your executive committee through your secretary has taken part, is a joint attempt on the part of various horticultural interests, including educational, scientific, amateur and commercial groups, to provide not for a new organization, but so to co-ordinate and integrate present separate and sectional groups as to make for a UNITED HORTICULTURE, especially with regard to the promotion of those projects which are national or international in their scope. It is hoped to secure among educators, editors, statesmen and peoples generally, a fuller recognition of the greater contribution to be expected from a more vital and pervasive interest in horticulture and in its consequent effect upon the economic development and horticultural growth of our nation.

This project for a United Horticulture will not be ripe for promotion, at least until report is had from the preliminary survey now initiated by a committee of investigation, of which E. L. D. Seymour, Hempstead, L. I., is executive secretary.

John J. Swearingen has been elected president, J. W. Bland secretary of the Southern Nurseries, Bartow, Fla.

Mr. Thompson, proprietor of the well-known chain of Thompson restaurants in Chicago, died recently leaving an estate of several million dollars, but not one cent for food research although he made his fortune selling food.

## MISCELLANEOUS

### FOR SALE

APPLE SCIONS, standard varieties. L. F. Dintelman, Belleville, Ill.

### IRIS

Her Majesty, 5c; Lohengrin, 5c; Loreley, 5c; Madame Chereau, 5c; Mary Garden, 3c; Mithras, 5c; Mrs. Alan Gray, 5c; Mrs. H. Darwin, 5c; Perfection, 5c; Princess Victoria Louise, 5c; Queen of May, 5c; Sherwin Wright, 5c. Good Plants. Prompt Shipment. Cash Please. Granite State Nurseries, Exeter, N. H.

Peony roots; forty acres of all varieties Visit our fields. Lutz Peony Farms, Boonville, Ind.

### WANTED

#### HELP WANTED

Wanted: Man familiar with Nursery and landscape work to solicit and supervise plantings. Good knowledge of landscape material essential. Steady position. Louisville Nurseries, St. Matthews, Ky.

Dependable man to handle retail agency business of a long-established Nursery company in the Middle States. Good opportunity for one who is capable to take full charge and develop. Address B-75, care AMERICAN NURSERYMAN, Rochester, N. Y.

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Party who has had a number of years' experience in the retail agency line as sales manager seeks immediate employment in the Rochester district. Would prefer to associate with some firm where the duties would not confine him entirely indoors. Has a knowledge of landscape gardening, can supervise plantings, also has a limited knowledge of the wholesale line. Salary and commission. Address B-78, care of American Nurseryman, Rochester, N. Y.

### BOOKS

BAILEY'S STANDARD CYCLOPEDIA OF HORTICULTURE, 2 vols. Illustrated. Fully indexed. 3639 pages. Indispensable for horticultural reference. The standard authority everywhere. Sold only in complete sets. Price \$25 per set. American Fruits Pubg. Co., P. O. Box 124, Rochester, N. Y.

LIST OF 119 BOOKS on Horticultural subjects covering Nursery, Greenhouse, Field, Ornamental and Fruit Stock, Vines, Insecticides, Spraying, Landscaping, Diseases, Insects, Orchards, Gardens. Seven books on Landscape Gardening. List sent on request. American Fruits Pubg. Co., P. O. Box 124, Rochester, N. Y.

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Send us your Trade Circulars, Price Lists, Bulletins, etc., for mailing out to our comprehensive lists of Nurserymen of U. S. and Canada, in any lots from 1,000 to 5291 in certain states or sections if desired, at following rates:

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Salary commensurate with results. Apply by letter, giving age, married or single, reference and present salary and employment.

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Young to middle age man who possesses knowledge of landscape gardening. Strictly high class field in the Middle West. One of the wealthiest cities in the world. State age, experience and other details in first letter. Address B-80, care American Nurseryman, Rochester, N. Y.

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To call on Nursery and Florist Trade. Apply only by letter, stating whether married or single, and giving age, experience, present salary and full particulars.

**Jackson & Perkins Co.**  
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I have in surplus for Fall, 1927, or Spring, 1928, the following items in well finished stock:

10,000 Berberis thunbergii  
50,000 California Privet  
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20,000 Spirea Vanhouttei  
5,000 Pear, Standard  
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(Our Specialty)

20,000 Agawam  
10,000 Catawba  
10,000 Brighton  
2,000 Diamond  
10,000 Delaware  
60,000 Concord  
20,000 Moore's Early  
30,000 Niagara  
5,000 Salem  
30,000 Worden

The above offered items represent our surplus which we are willing to move at prices which might interest you. This is all well-grown stock, graded to the highest standard and we guarantee condition of same on arrival. Send us your inquiries and we will tell you what we can do for you.



We offer:

**GRAPE VINES**  
**CURRENTS, GOOSEBERRIES**  
in Standard and New Varieties; also  
**SMALL FRUITS and SHRUBS**

Established 1866

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**Under Stocks  
For Grafting****ARBOR VITAE AMERICAN**

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4-6" Transplanted...	\$5.00	\$40.00
6-8" Transplanted...	7.00	60.00
8-10" Transplanted...	10.00	80.00
10-12" Transplanted...	12.00	100.00

**SPRUCE NORWAY**

	Per 100	Per 1000
4-6" Transplanted...	\$5.00	\$40.00
6-8" Transplanted...	6.00	50.00
8-10" Transplanted...	8.00	70.00

**Packing at Cost**

Want list and quantity inquiries solicited. 600 Acres. Completely modernized equipment.

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Mugho, Scotch, White, and Norway  
Pine—Norway, White, Black Hill,  
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can Arbor Vitae and Concolor Fir.

**J. V. Bailey's Nursery**  
Daytons Bluff Sta., St. Paul, Minn.

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Headquarters for  
Small Fruit Plants  
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Strawberries	Hardwood Cuttings
Raspberries	Iris
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Blackberries	Privet
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Currents	Mallow Marvel
Gooseberries	Barberry Seedling
Grape Vines	Peonies
Horseradish	Honeysuckle
Asparagus	Euonymus Radicans
Rhubarb	Philadelphus Grand

Our list quotes lowest prices

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We are the pioneer growers of budded and grafted pecans in the South. Have a complete stock of the leading standard varieties. Can furnish trees we know will please and give satisfactory results. Catalog free.

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Large and Small Specimens  
Hedging Suffruticosa and  
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**PRIVET AND BERBERIS****SPLENDID STOCK**

Write for Special Quotations.

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**HERBST BROTHERS**

95 Front St.  
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**European Sycamore**

6 to 8 feet  
8 to 10 feet  
10 to 12 feet  
1 1/2 to 1 3/4 in.

**EUROPEAN SYCAMORE**

Well-rooted Cuttings

**"WEST has the BEST"****T. B. WEST & SONS**

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**BARBERRY SEEDLINGS**

Fine stock at very low price.  
Cal. Privet 2 yr.  
Ger. Iris Mix \$2.50 per 100.

Write for Price List.

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### Amateur Rose Preferences

The summary of the annual amateurs' vote by American Rose Society members on "preferred roses", as announced at the annual meeting by Secretary Pyle shows that 620 members voted; varieties voted on numbered 668 and the average number of roses per ballot was 68.

In the summary of hybrid teas, teas and pernetianas the first 12 preferences were in the order named according to points scored out of a possible 200: Radiance, Red Radiance, Ophelia, Souvenir Claudius Pernet, Los Angeles, Mme. Butterfly, Duchess of Wellington, Columbia, Mme. Ed. Herriot, Gruss an Teplitz, Mrs. Aaron Ward, Kaiserin A. Viktoria.

Among the climbers preference was given in the vote to the following, a scoring in the order named: Dr. Van Fleet, Paul's Scarlet Climber, Silver Moon, American Pillar, Mary Wallace, Climbing American Beauty.

Polyanthas—Mlle. Cecile Brunner, Lafayette, Miss Edith Cavell, Orleans, Baby Doll, Chatillon, Eblouissant, Perle d'Or.

Hybrid Perpetuals—Frau Karl Druschki, Mrs. John Laing, Paul Neyron, Ulrich Brunner, George Arends, General Jacqueminot, J. B. Clark, Hugh Dickson.

Miscellaneous—Hugonis, Conrad F. Meyer, F. J. Grootendorst, Harrison's Yellow, Austrian Copper.

Novelties—Dame Edith Helen, Ville de Paris, Wilhelm Kordes, Mrs. E. P. Thorn.

### Nurseries of California

With 4000 acres devoted to Nurseries producing a revenue approximating \$3,000,000 annually, Everett L. Smith, superintendent of Nursery service for the state department of agriculture, last month reported his department has registered 1629 Nurserymen during the present year as against 1028 in 1926.

Propagation of ornamental stock accounted for nearly half the acreage, ornamental Nurserymen devoting their activities this spring to 1704 acres as against 888 acres of deciduous stock, 497 to bulbs, 344 to

### Section of a Block of Baby Rambler Plants

In Nurseries of C. R. Burr & Co., Manchester, Conn.



C. R. Burr & Co., Manchester, Conn., has completely remodeled its office building and is now established therein. It is regarded as one of the finest examples of modern equipment. It was necessitated by steady increase in business and is double the size

citrus trees and 600 acres to miscellaneous growths.

The majority of the ornamental stock Nurseries are in the coast areas, deciduous trees being raised in the interior valleys north of the Tehachapi and the bulk of the citrus trees in Southern California.

The tendency of present day Nurserymen,

of the former quarters. The company has put new tops on two of its propagating houses and has built on a new propagating house, giving one hundred foot space for propagating purposes.

according to Mr. Smith, is to develop their business around one or two specialties, improved strains of a certain variety.

Of the total registered Nurserymen, 586 were in Los Angeles county, 97 in Alameda, 71 in Orange, 54 in San Bernardino, 135 in San Diego, 50 in San Francisco, 74 in Santa Clara and 78 in Santa Cruz.

## LABELS FOR NURSERYMEN

THE BENJAMIN CHASE CO.,

DERRY, N. H.

## Offering To The Trade

We offer the following for immediate delivery:

500	Cornus alba sibirica (Coral Dogwood)	2-3 ft.
500	" " " "	3-4 ft.
500	Weigela rosea (Pink weigela)	2-3 ft.
500	" " " "	3-4 ft.
500	Forsythia Fortunei	2-3 ft.
500	Hydrangea pan. grand. (Hy. Peegee)	18-24 in.
500	" " " "	2-3 ft.
600	Lonicera grand. rosea (Pink)	
1000	" morrowi (Morrow honeysuckle)	3-4 ft.
500	" tartarica alba (White Tartarian honeysuckle)	3-4 ft.
500	Rhus typhina laciniata (Shredded sumac)	4-6 ft.
1000	Viburnum dentatum (Arrowwood)	2-3 ft.
1000	" opulus sterile (Common Snowball)	18-24 in.
500	Populus eugenei (Carolina Poplar)	6-8 ft.
500	" " " "	8-10 ft.

### Roses

1000	Dorothy Perkins
1000	Excelsa
500	Cl. Baby Rambler
500	White Dorothy
300	Gruss an Teplitz
300	Gen. Jacqueminot
200	Frau Karl Druschki (Snow Queen)
200	LaFrance
100	Marshall P. Wilder

Write us for quotations on this stock—the prices are right.

**STARK BRO'S**  
Nurseries and Orchards Co.  
LOUISIANA, MO.

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### BERBERRY THUNBERGI—

1 yr. and 2 yr. Seedlings. Also Transplants in all grades. Send for our SPECIAL ADVANCE PRICES.

### ROSA MULTIFLORA JAPONICA SEEDLINGS—

Write for instructions based on our experience making budding of this variety simple. Also secure information about our Thornless variety.

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HEADQUARTERS FOR LINING OUT STOCK

# Hill's Evergreens

Prices are now definitely established for the coming year and sizes and quantities available are all recorded. Right now our list is more complete than it will be at any time during the year. It will pay you to look this list over NOW.

In buying Evergreens from Hill's you are dealing with the largest growers in America, who have been growing Evergreens for 70 years. When making comparisons with other stock on the market, do not compare prices only. Be sure you are buying the best strains of Evergreens, true to name, properly root-pruned and transplanted, dug and handled under proper conditions and packed to insure safe arrival.



George Peabody Arborvitae



Douglas Golden Arborvitae

FIR	Inch	Each	Each
Arizona (Cork)	x 4-6	15c	14c
Balsam	x 4-6	7c	6c
Balsamea macrocarpa	x 4-6	7c	6c
Concolor	x 4-6	20c	19c
Douglas	x 6-8	15c	14c
Fraser	x 4-6	7c	6c
Nikko	x 4-6	8c	7c
Veitch	x 4-6	8c	7c
CEDAR (CEDRUS)			
Deodara	o 4-6	10c	9c
Libani	o 2-4	6c	5c
JUNIPER			
Chinese	o 4-6	7c	6c
Pfitzer	x 6-8	14c	13c
Sargent	x 6-8	25c	24c
Communis	o 6-8	31c	21c
Prostrate	o 6-8	71c	61c
Golden Prostrate	x 4-6	20c	18c
Purple Prostrate	x 6-8	20c	19c
Irish	x 10-12	131c	121c
Swedish	x 4-6	13c	12c
Spiny Greek	x 4-6	15c	14c
Hill's Waukegan	x 6-8	20c	171c
Japonica (Procumbens)	x 4-6	18c	17c
Sabina	x 6-8	15c	14c
Coast of Maine	x 4-6	15c	14c
Tamarix	x 4-6	15c	14c
Hill's Silver	o 4-6	8c	7c
Redcedar	o 6-8	7c	6c
Koster	x 4-6	11c	14c
Hill's Pyramidal	x 8-10	35c	
SPRUCE			
White	x 8-10	10c	9c
Black Hill	x 4-6	6c	5c
Engelmann	o 4-6	41c	31c
Norway	o 6-8	3c	12c
Norway	x 8-10	10c	9c
Norway	xx 12-18	161c	15c
Serbian	o 6-8	51c	41c
Tigertail	o 4-6	10c	9c
Colorado Blue	o 4-6	41c	31c
Colorado Blue	x 6-8	15c	14c
PINE			
Jack	o 4-6	3c	2c
Hill's Mugho	x 4-6	11c	10c
Hill's Mugho	x 6-8	14c	13c
Austrian	x 8-10	10c	9c
Ponderosa	x 6-8	8c	7c
Red	o 6-8	4c	3c
White	o 6-8	8c	7c
Scotch	x 6-8	7c	61c
YEW			
American	xx 8-10	10c	9c
Japanese	x 4-6	20c	19c
Dwarf Japanese	x 4-6	20c	
BIOTA			
Conspicua	x 4-6	171c	161c
Aurea nana	x 4-6	13c	12c
Bonita	x 4-6	13c	12c
Compacta	x 4-6	13c	12c
Pyramidalis	x 4-6	13c	12c

o indicates seedlings; x indicates one transplanting

Seedlings are sold in multiples of 50, once transplanted, in bundles of 25; 50 of the same variety and size at 100 rate; 500 at the 1000 rate. Send for trade list and also descriptive catalog showing leading varieties in color.

ARBORVITAE	Inch	Each	Each
American	x 8-10	6c	5c
American	xx 10-12	10c	81c
American	xx 12-18	20c	19c
Douglas Golden	x 8-10	15c	14c
Douglas Pyramidal	x 6-8	15c	14c
Globosa	x 6-8	14c	13c
Hovey's	x 4-6	11c	9c
Little Gem	x 6-6	30c	
Geo. Peabody's	x 4-6	12c	11c
Hill's Pyramidal	x 4-6	10c	9c
Hill's Pyramidal	x 8-10	15c	14c
Fosenthal	x 4-6	15c	14c
White Tipped	x 4-6	15c	14c
Siberian	x 6-8	15c	14c
Woodward	x 6-8	15c	14c
HEMLOCK			
American	xx 6-8	161c	15c
American	xx 8-10	30c	29c

## BALLED AND BURLAPPED EVERGREENS

JUNIPER	Each per 100
Pfitzer	1-1 1/2' xxB&B \$1.00
Pfitzer	1 1/2-2' xxB&B 1.25
Communis depressa	10-12" xxB&B .90
Communis depressa	1-1 1/2' xxB&B 1.15
Swedish	1-1 1/2' xxB&B .90
Stricta	10-12" xxB&B .90
Waukegan	10-12" xxB&B 1.15
Sabina	10-12" xxB&B .90
Sabina	1-1 1/2' xxB&B 1.15
Virginiana	1-1 1/2' xxB&B .75
SPRUCE	
White	1-1 1/2' xxB&B .65
White	1 1/2-2' xxB&B .75
Norway	1-1 1/2' xxB&B .40
Norway	1 1/2-2' xxB&B .50
PINE	
Hill's Mugho	8-10" xxB&B .80
Hill's Mugho	10-12" xxB&B 1.15
Austrian	1-1 1/2' xxB&B .85
Austrian	1 1/2-2' xxB&B 1.00
Scotch	1 1/2-2' xxB&B .60
FIR	
Douglas	1-1 1/2' xxB&B .65
ARBORVITAE	
American	1-1 1/2' xxB&B .75
American	1 1/2-2' xxB&B .90
Pyramidal	1-1 1/2' xxB&B .65
Pyramidal	1 1/2-2' xxB&B .75
Woodward	10-12" xxB&B .50
HEMLOCK	
American	1-1 1/2' xxB&B 1.10
American	1 1/2-2' xxB&B 1.15

We have a complete list of balled and burlapped sizes, including larger grades for landscape work. Send for complete catalog.



Douglas Pyramidal Arborvitae



Hill's Pyramidal Arborvitae



Siberian Arborvitae

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